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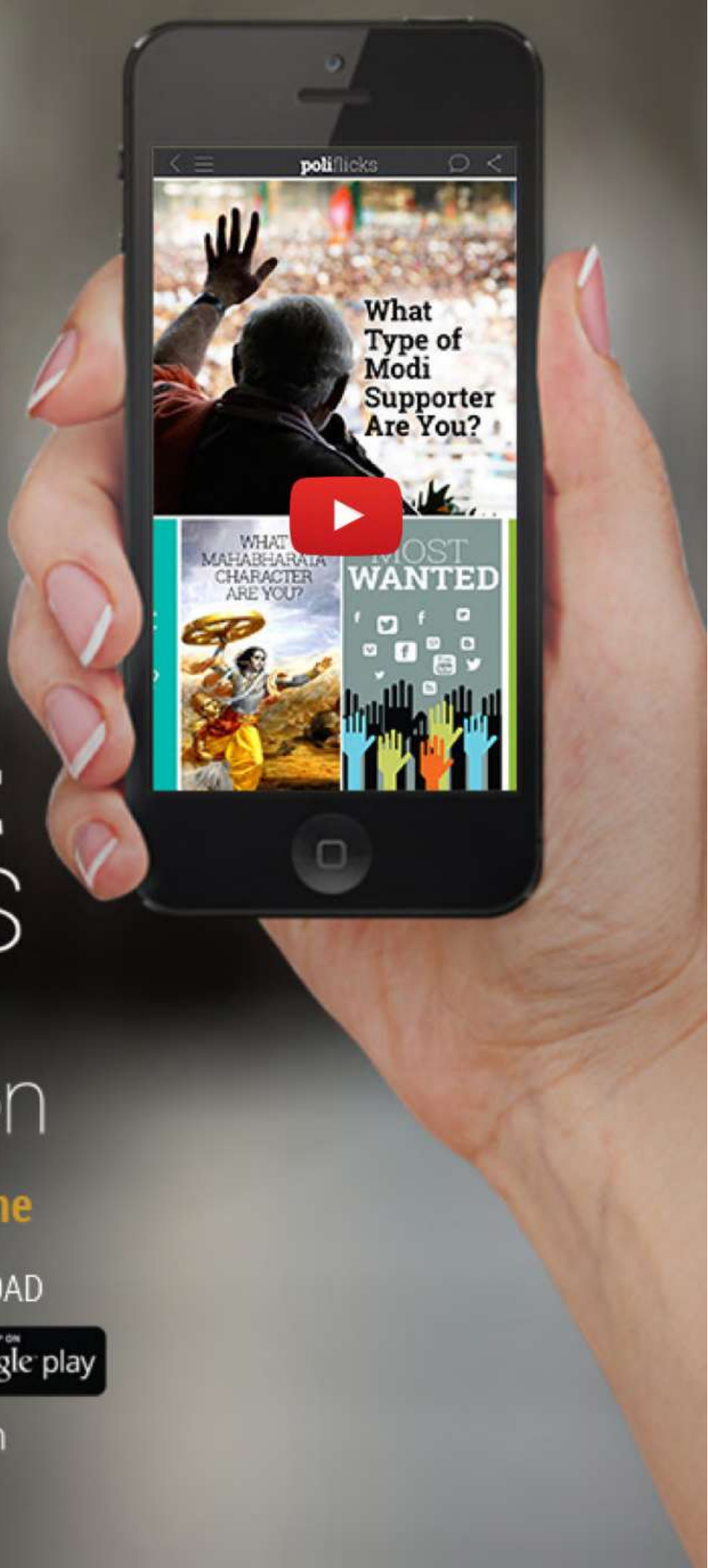
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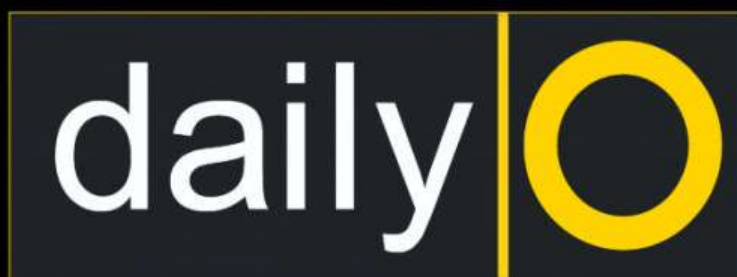
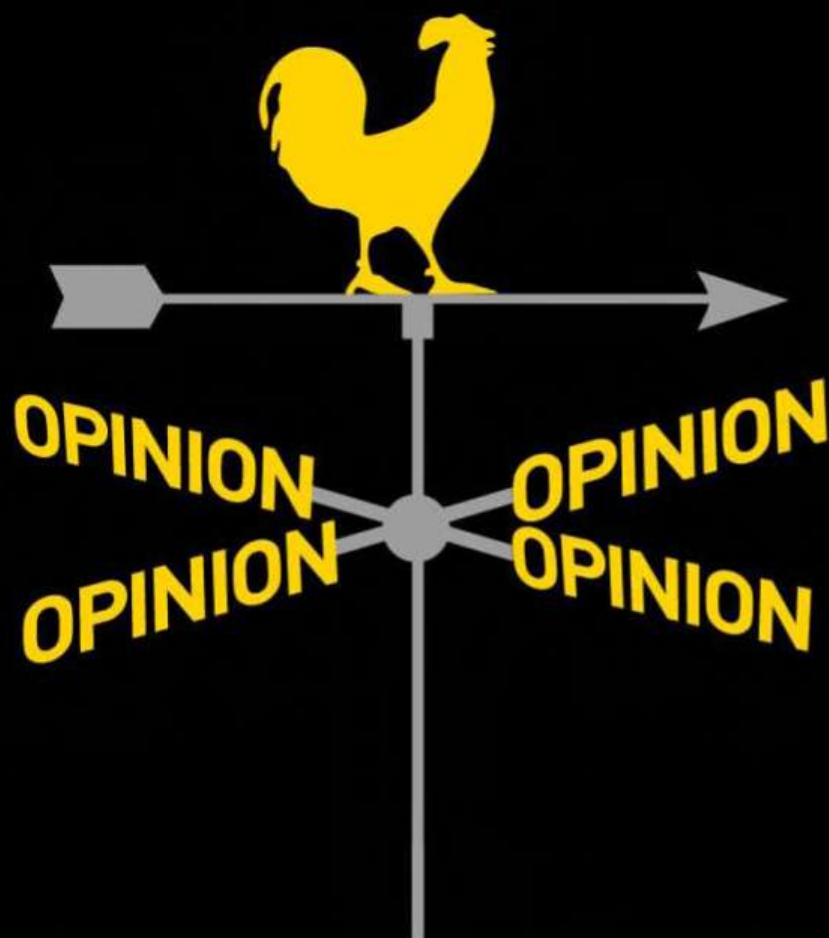
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**Volume XL Number 43; For the week
October 20-26, 2015, published on every Friday**

- Editorial Office Living Media India Ltd., India Today Group Mediaplex, FC-8, Sector-16A, Film City, Noida - 201301; Phone: 0120-4807100
- Subscriptions: For assistance contact Customer Care India Today Group, A-61, Sector-57, Noida (UP)-201301; Phones: Toll-free number: 1800 1800 100 (from BSNL/MTNL lines); (05120) 2479900 from Delhi and Faridabad; (0120) 2479900 from Rest of India (Monday-Friday, 10 a.m.-6 p.m.); Fax: (0120) 4078080; Mumbai: 022-66063411/3412, Kolkata: 033-40525327, Chennai: 044-24303200; e-mail: ircare@indiatoday.com
- Sales: Direct all trade enquiries to General Manager (Sales), Living Media India Limited, B-45, Sector 57, Noida-201301 (UP)
- Regd. Office: K-9 Connaught Circus, New Delhi-110001
- Impact Offices: 1201, 12th Floor, Tower 2 A, One Indiabulls Centre, (Jupiter Mills), S.B. Marg, Lower Parel (West), Mumbai-400013; Phone: 66063355; Fax: 66063226 • E-1, Ground Floor, Videocon Towers, Jhandewalan Extn, New Delhi • Guna Complex, 5th Floor, Main Building, No.443, Anna Salai, Chennai-600018; Phone: 2847 8525 • 201-204 Richmond Towers, 2nd Floor, 12, Richmond Road, Bangalore-560025; Phones: 22212448, 22213037, 22218343; Fax: 22218335; • 52, Jawaharlal Nehru Road, 4th Floor, Kolkata-700071; Phones: 22825398; Fax: 22827254; • 6-3-885/7B, Somajiguda, Hyderabad-500082; Phone: 23401657, 2340479, 23410100, 23402481, 23410982, 23411498; Fax: 23403484 • 39/1045, Karakkatt Road, Kochi 682016; Phones: 2377057, 2377058; Fax: 2377059 • 2/C, 'Suryarath Bldg', 2nd Floor, Behind White House, Panchvati, Office C.G. Road, Ahmedabad-380006; Phone: 26560393, 26560929; Fax: 26565293 • Copyright Living Media India Ltd. All rights reserved throughout the world. Reproduction in any manner is prohibited.

Printed and published by Ashish Kumar Bagga on behalf of Living Media India Limited. Printed at Thomson Press India Limited, 18-35 Milestone, Delhi Mathura Road, Faridabad-121007, (Haryana) and at A-9, Industrial Complex, Maraimalai Nagar, District Kancheepuram-603209, (Tamil Nadu). Published at K-9, Connaught Circus, New Delhi-110001. Editor: Aroon Purie.

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FROM THE EDITOR-IN-CHIEF

Behind smiling faces, behind coming to work every morning, behind doing chores and going through daily routines, one in every three Indians is hiding an uncomfortable secret. The secret that they're almost always in literal, tangible, physical pain. Although they may have learnt to live with it for the most part, chronic pain is an epidemic that is making more of us quietly endure discomfort than ever before.

This pain is of various kinds and strikes due to multiple reasons. Chronic pain today affects 30 per cent of the adult population in India, about 25 per cent of which is from musculoskeletal disorders affecting joints, muscles, tendons, ligaments and nerves. Back pain accounts for another 25 per cent to 30 per cent of this. Arthritis is on an alarming rise, affecting at least 180 million people in the country, according to the Arthritis Foundation of India. The arthritic gait and swollen joints that were once associated with silver hair are now affecting young, urban Indians. It is estimated that about 70 per cent of our 60-plus population and almost 40 per cent in the age bracket of 34 years to 40 years are now afflicted by various types of arthritis.


Other pains, such as lower-back pain mainly due to obesity, middle-back pain mainly due to a jutting vertebrae impinging on the spinal cord, and neck and shoulder pain mainly due to a bad sitting or standing posture, are becoming commonplace as well. This is largely due to our transition into a sedentary society where physical exertion has come down drastically. We are not an athletic nation, and the qualities of working out to stay fit are not inculcated in our society in the manner in which they are in the West. A large number of Indians don't eat at proper times, and an even larger number stop playing sport or going to the gym once they start working. These lapses are taking a toll, and have made us the country where more people are afflicted by chronic pain than anywhere in the world.

This rising trend, however, is not just an Indian problem. According to the Global Burden of Disease Study, published in *The Lancet* this June, musculoskeletal disorders such as lower-back pain, neck pain and arthritis ranked among the top 10 greatest contributors to disability in every country in the world between 1990 and now.

But while there are problems, there is good news too. New medicines and procedures are now able to bring succour through a host of different methods: from pills and injections that offer targeted relief with fewer side effects, to joint replacement surgeries that use lighter and more durable material, to cutting-edge research that cures pain at a molecular level. The Indian Arthroplasty Association says that more than 100,000 joint replacement surgeries were performed in 2014, up from 40,000 in 2007. At the same time, a new era in arthritis treatment has opened up through genetically engineered 'biological' drugs, which may soon be used to treat other pains as well.

Our cover story, written by Deputy Editor Damayanti Datta, navigates through this world of pain, taking us into its dark tunnels and helping us find the light. Through conversations with doctors and researchers, and case studies of long-suffering patients, Datta tries to get to the root of the problem and introduces us to new remedies.

We, at INDIA TODAY, have been covering medical stories prominently for four decades. Good health is the greatest of human blessings, and only a healthy society can be a wealthy, vibrant and limitless one. So no need to grin and bear it; go and find a cure. But, most importantly, don't be a victim to your lifestyle. Eat carefully, sleep well, fix your posture and make time to get regular exercise. The best way to take care of pain is taking care of yourself. Don't forget, healthy is as healthy does.


 (Aroon Purie)



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New afflictions are making more Indians susceptible to constant pain than ever before but new treatments are bringing faster relief.

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Lu Wei moves ahead with his plans to make China a tech superpower, even as he keeps a close eye on the 700 million internet users who might challenge the government.

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The Indian luxury market is changing like never before. According to an Assocham-KPMG study, the luxury market in the country grew at 30 per cent in 2013 and is likely to grow by another 20 per cent to reach \$14 billion by 2016.

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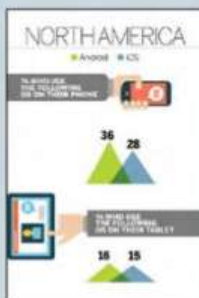
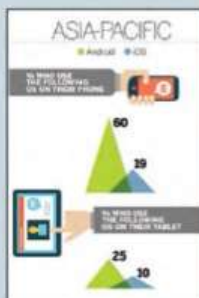
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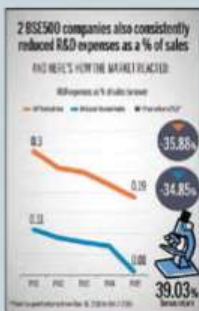
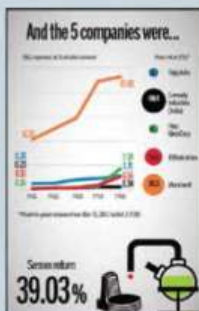
The verdict's out As the great Android vs iOS debate rages on, Android fans will be happy to know that it's now ahead of iOS in terms of users. <http://bit.ly/1LIDobl>



What floods and quakes cost us A look at the economic damage that natural calamities cause across the world. <http://bit.ly/1VQo4iM>



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Shocking turn to family feud, man thrashes his wife and mother #ITVideo 738

The plight of the hungry: see how these malnourished children survive 531



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Faisal Khan is the winner of Jhalak Dikhhla Jaa Reloaded 7,848

This 18-year-old Indian boy is the world's youngest chartered accountant 6,077

Abdul Kalam's birthday on October 15 will be no school bag day in Mumbai 6,200



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Modi's Global Push

OCTOBER 12, 2015

Prime Minister Modi pursues an aggressive foreign policy to make India a leading power in the world. Will it work?



“Narendra Modi must match his high-sounding words and catchy slogans on global platforms with an environment facilitating business back home.”

VIJAI PANT, *via email*

Make India Investor-Friendly

Prime Minister Narendra Modi made a strong pitch for foreign investment during his visit to Silicon Valley, assuring foreign investors of a sound business atmosphere in India (Modi's Global Push, October 12). But the fact remains that India is globally perceived as a nation where even Parliament is unable to transact business in a professional manner. India and its people have to first show that they are professional enough to honour their commitments, may be then foreign investors will show interest in putting their money here.

KRISHNA BALRAJ SAHAY, *Delhi*

PM Modi took Silicon Valley by storm during his visit to the United States, striking an instant chord with the titans of the tech world and winning their endorsement for his ambitious Digital India campaign. However, these photo-op moments can be turned into real business on the ground



Expedite Procurement Process

The inordinate delays in procurement of defence equipment will put further pressure on the armed forces which are facing a chronic shortage of ammunition (The Big Freeze, October 12). Such delays hamper the long-term security of the country, making

it vulnerable to attacks from not-so-friendly neighbours such as China and Pakistan. Along with clearing pending projects, the government, under the Make in India initiative, must also look at giving impetus to the indigenous industry, and reduce dependence on imports.

AKSHAY VISWANATHAN, *Thiruvananthapuram*

only when the government addresses problems of excessive regulation, a complicated bureaucracy and a weak infrastructure back home.

MEGHANA A., *New South Wales*

Prime Minister Narendra Modi is a strategic diplomat and a star statesman. None of the prime ministers in the past had given supreme importance to improving foreign relations and visited so many countries in such a short span. It will not be wrong to say that the PM has truly put India on the global map.

M.Y. SHARIFE, *Chennai*

Narendra Modi deserves compliments for pursuing an aggressive foreign policy that seeks to place India right at the top of the world order. One hopes that his interactions with top business leaders of the United States will result in more investments for India.

AMBAR MALLICK, *Kolkata*

Politicians love shows, be it at home or abroad, and



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MODI'S GLOBAL
PUSH

India will benefit from Prime Minister Modi's pitch for a strong foreign policy.

Sanjiv Gupta

A balanced article on Modi vis-a-vis home and the world.

Prakash Bhargav

A well-researched story that gives the reader an insight into how PM Modi

wowed the world.

Kiranbabu Naidu
WIPING THE SLATE CLEAN

An excellent initiative to generate public awareness on the importance of sanitation and cleanliness.

Parul Kumar

The efforts of organisations such as Sulabh International and Mailhem Ikos deserve recognition. The award winners were truly deserving.

Prabhat Rao

none more so than PM Narendra Modi. The largely uncritical Indian diaspora that he addressed in the US is unaware of the situation back home. The Digital India drive doesn't mean anything if there is no social and physical infrastructure to support it. Modi will do well to learn from N. Chandrababu Naidu, who in 2000 staked his credentials by appointing himself as the CEO of Andhra Pradesh and over-emphasising the importance of information technology only to discover that the slogan had boomeranged on him.

J.S. ACHARYA, *Hyderabad*

Modi's global push needs to be matched with efforts at home towards making the environment business-friendly. There is a need to change not just the system but also the mindset of the people, driving home the importance of merit and competition over nepotism.

K.R. NAMBIAR, *Navi Mumbai*

The aggressive posturing of Prime Minister Narendra Modi on the world stage to garner attention of the international community towards India stands in sharp contrast to the previous PMs' tentative approach. The fruits of labour are bound to come India's way sooner or later.

MANJU PANT, *via email*



It's an Open Race

The developments leading up to the assembly election in Bihar don't give us any clear winners, throwing the race open to last-minute permutations and combinations (Sons Rise and Shine, October 12). It is interesting to see the BJP growing desperate for a win, after an embarrassing loss in Delhi. The results in Bihar will help the party prepare for the elections in neighbouring West Bengal in 2016.

J. AKSHOBHYA, *Mysuru*

While the world may deride Lalu Prasad Yadav for his antics and his brand of dynasty politics, in Bihar he has inspired a legion of leaders to follow his path. Dissenters Ram Vilas Paswan's Lok Janshakti Party and Jitan Ram Manjhi's Hindustani Awam Morcha (Secular) have also followed the Lalu-tested practice of giving away tickets to family members this time. Lalu, however, deserves some praise for being unapologetic about it and not disguising it in the garb of development politics.

COL C.V. VENUGOPALAN (RETD), *Palakkad*

Inspiring Feats

The achievements of Safaigiri Award winners are inspiring (Wiping the Slate Clean, October 12). The Prime Minister has drawn an ambitious plan of a clean India by 2019 which cannot be realised without community participation. While recognising the cleanest ghat and cleanest park, I think the cleanest railway station also deserves a mention. Given the state of our railway stations, an award in this category will motivate people to keep them clean.

DEEPAK GUPTA, *Jabalpur*

The out-of-the-box Safaigiri Awards 2015 brought out the competitive spirit in the people, encouraging them to push the envelope and achieve great results in community mobilisation and increased awareness on cleanliness.

K. VINAYA KUMAR, *Telangana*

On the Same Page

RBI Governor Raghuram Rajan's decision to cut the short-term lending rate by 50 basis points will perk up demand and consumption-led growth (Over to You, Mr FM, October 12). After a long time, both the government and the RBI are on the same page in their aim to push growth and create jobs.

J. AKSHAY, *Bengaluru*

Bone Buster

Indira Thani, 57, a Mumbai stockbroker, was sauntering down a Hong Kong street two years ago when suddenly, inexplicably, she keeled over. It was not a bumpy road. She was not wearing heels. She was not walking fast. But her vacation ended in a hospital bed with a severe fracture in her upper arm. After a three-hour surgery, a dazed, horrified Thani returned to India with two rods inserted in her arm. She was found to be suffering from osteoporosis, the



onset of the disease that literally means crumbling, porous bones—osteoporosis.

The tragedy is that Thani's tale is far from unusual. Osteoporosis is a disease that is as common as it is unknown—one in three women and one in eight men are affected, according to the International Osteoporosis Foundation. In India, the figures are higher—one in two women and about a quarter of men above the age of 45 could be struck by the disease. One-fourth of hip fractures—the consequence of osteoporosis—occur in India and China.

If the statistics are alarming, the cause of the disease is startling. A recent study says that lack of exposure to sufficient sunlight has a big role in tropical India, in addition to predictable factors like poor nutrition and a sedentary lifestyle.

by Anjali Doshi and Supriya Bezbaruah

November 17, 2003



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DANGEROUS LIAISONS

Recently David Ignatius reported in *The Washington Post* that the US might consider Pakistan's demand for a nuclear deal as part of an Afghanistan package. Ignatius speaks of a new dynamic where China is conducting negotiations with the Taliban while the US and Pakistan join as observers. The US is reportedly contemplating demands on Pakistan in return for a nuclear deal while Pakistan is leveraging its considerable hold over the Taliban for a quid pro quo. This has drawn attention in India and a sharp reaction from the foreign office. Once again Faustian bargains for Afghanistan may be round the corner. Despite the bitter experience of both the Bush and Obama administrations with Pakistani duplicity, what compels the US? If motivation is politically driven by compulsions about Afghanistan it reveals a weak US hand. Pakistan will do 'more of the same' about its side of the bargain and may not give up on the Taliban. Expecting China's good offices for delivery on commitments by Pakistan will be as tenuous as with North Korea.

In all this, overlooking the proliferation record of Pakistan might sit at odds with the historic deal with Iran, which commits Tehran to unprecedented intrusive monitoring/verification, and severe restraints. Ironically, Pakistan's Abdul Qadir Khan (AQK) network was found in 2003 at the core of Iran's centrifuges, drastic reduction of which was the bone of contention in the P5+1 negotiations. Since the Pakistani army chief seems in no mood to compromise on his "full spectrum nuclear deterrent", what kind of "brackets"—to quote Ignatius—might he accept on nuclear missiles and weapons? Pakistan's nuclear power reactors come from China and its unsafe-guarded plutonium production at Khushab is expanding in sync with the addition of power reactors. Moreover, according to the International Nuclear Fuel Cycle Group, Pakistan's indigenous uranium resources are limited. Neither China's nor Pakistan's voluntary offer for safeguards will lead to transparency to the latter's rapidly rising plutonium production. How would a nuclear deal put tangible restraints on a dedicated military programme wrapped in riddles? The International Atomic Energy Agency (IAEA) took long to get Pakistan's conditional cooperation in investigating AQK's links with Iran. How sanguine can the international community be about assurances from Pakistan on increased safeguards or about verified separation of military and civilian programmes?

Scholars and think tanks carrying briefs for an India-type nuclear deal for Pakistan implicitly re-hyphenate

them. Former US President George W. Bush had categorically differentiated them in 2006 on fairly substantial grounds. Just imagine if instead of India, Pakistan were to first seek a 123 type agreement with Washington. Would it have ever worked, given Pakistan's proliferation record and lack of credibility? Islamabad wants all that forgotten because India has a deal. India's endeavour to join the nuclear mainstream has been sui generis and on its own merits. It was backed by trust built over years, transparency of its democracy and bipartisan support for India. Pakistan would effectively be a free rider.

How would Pakistan reconcile claims for non-discriminatory treatment with a first-use posture of its nuclear weapons and open-ended list of triggers for a first strike against India? How would it call its deterrent defensive when its officials routinely brandish a first-strike capability from which no place in India, they claim, shall escape? How would Pakistan answer charges that its nuclear weapons (including tactical missiles) backstop and sustain a domestic terror machine with impunity? On the one side there is the official Indian no-first-use doctrine and readiness to make it de jure by agreement among all nuclear powers; on the other, a full spectrum of first-use options inseparable from cross-border terrorism and refusal to accept any restraints on a rising nuclear build-up. A nuclear deal in such a setting will only embolden Pakistan to carry on as before without contrition. This is dangerous for South Asia and the world.

How enduring can the energy crunch argument for nuclear power in Pakistan be? China already grandfathers a slew of new reactor projects. With nuclear power costs rising steeply, what purpose will a US deal serve besides lending Chinese transfers respectability? Pakistan's troubled economy is hard pressed for funds to quickly meet mounting urban electricity demands. How does it plan to pay for more nuclear reactors?

In 1985, the Pressler amendment had allowed generous military supplies to Pakistan in the futile hope of foreclosing the option of an N-bomb. Three decades later, there are more military supplies, missiles and bombs galore in Pakistan alongside epicentres of jihadi terror. Extending Nuclear Suppliers' Group exemptions and a 123 agreement to Pakistan would now amount to rewarding its policies of holding to ransom security and stability—in Afghanistan and South Asia.

The writer was India's ambassador to Austria and permanent representative to the UN Office in Vienna & IAEA

Illustration by SAURABH SINGH



Extending NSG exemptions and a 123 agreement to Pakistan would amount to rewarding its policies of holding security and stability in the region to ransom.

BIGGER THE BETTER

Contrary to expectations of a lean, efficient government, the Narendra Modi administration is making the bureaucracy bulkier. A recent cabinet meeting approved the formation of a new Group 'A' service in the year-old Ministry of Skill Development & Entrepreneurship. What was earlier the Directorate General of Employment & Training in the Ministry of Labour and Employment will now be a new service—the Indian Skill Development Service. It is the first new government service to be created in decades. The National Skills Development Corporation, a public-private partnership firm, is already being questioned for its relevance since most skill development activities such as skill training are run by the private sector for the government.



Illustration by SAURABH SINGH

OUTSIDE THREAT



BJP's CM aspirants in Bihar are believed to be wary of a new candidate joining the fray—**Rajendra Singh**. The general secretary (organisation) of BJP's Jharkhand unit and an inductee from the RSS, Singh has been given a ticket from Bihar's Dinara constituency. CM hopefuls Radha Mohan Singh, Giriraj Singh, Ravi Shankar Prasad, Sushil Modi and Nand Kishore Yadav are fearing a repeat of the Haryana-Maharashtra formula where the BJP ignored the caste factor while naming a CM.



NEVER TOO OLD

Former Kerala CM **V.S. Achuthanandan**, 92, had once called Rahul Gandhi an Amul baby after the Gandhi scion described the veteran leader as too old for politics. Now, the nonagenarian is set to have the last laugh, with the Left Democratic Front (LDF) ready to bring him in to lead the party in the Kerala assembly polls due in April-May next year. The LDF is doing this to counter the BJP-steered third front which is likely to include the Ezhava community's Sri Narayana Dharma Paripalana Yogam. The Ezhavas are the CPM's biggest social base and Achuthanandan, who belongs to the community, is an iconic figure for them.

ROLL CALL



Rahul Gandhi's much-publicised tour of drought-hit Karnataka may not have enthused the farming community, but has landed 15 ministers in trouble. Senior ministers Shamanur Shivashankarappa, M.H. Ambareesh, Satish Jarkiholi and 12 others decided to give Rahul's recent padayatras (march) in Mandya and Haveri districts a miss. This seems to have upset the Congress vice president, who reportedly directed the Karnataka PCC to issue notices to the absentees, seeking an explanation from them and initiating disciplinary action.

BHAGWAT'S IRE

RSS chief **Mohan Bhagwat** is riled by the absence of BJP leaders from an October 5 procession of sadhus in Prime Minister Modi's constituency, Varanasi. It was organised as a protest against the September 22 lathicharge on sadhus going for an idol immersion in the Ganga. Congress MLA Ajay Rai was the only political leader present and was jailed for participating in the rally, a development that possibly explains why the BJP leaders stayed away.



SHOCK TREATMENT



India's largest prison, Tihar Jail, is set to become the first in the country to deploy electroshock guns to subdue restive inmates. The home ministry recently initiated a case to purchase more than a dozen Tasers, pistol-like devices, which temporarily incapacitate a person. The urgency follows an October 7 prison riot in which Tihar staffers were attacked and which led to the death of two inmates. The stun guns are already in use with the Punjab and Delhi Police.



MADIBA, MADE IN INDIA

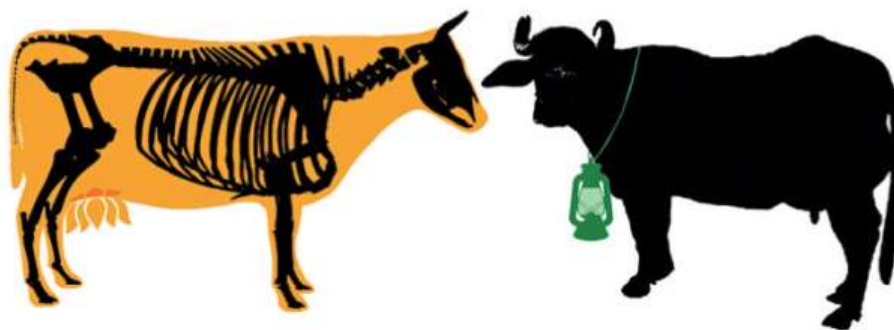
With just 10 short of Nelson Mandela's 27 years in prison, Punjab CM Parkash Badal's 17 years of incarceration, during Congress regimes including the Emergency, has always benefitted him. But perhaps never so much as when PM Modi, paying tributes to Jayaprakash Narayan on his 113th birth anniversary in Delhi on October 11, described Badal as India's own "Mandela". All acrimonious wranglings between the SAD and BJP were suddenly forgotten and Badal's PR team issued a statement tom-tomming the PM's compliment.

LONE-LY FIGHT

After being assaulted by BJP MLAs on October 8 for hosting a beef party, J&K MLA Engineer Rashid questioned minister Sajjad Gani Lone's whereabouts on the fateful day and whether he would defend the BJP. Lone, who became a minister under the BJP's power-sharing quota in the state, was away in London. His London trip also indicates that the government has finally given him a passport. In May this year, Rashid had demanded a passport for Lone after the latter's application remained uncleared for three years owing to his separatist leanings.

FREE FOR ALL by Saurabh Singh

IN BIHAR, THE COW CLASHES WITH THE BUFFALO



Saurabh



CALLING ATTENTION

Mobile phone call drops are proving to be a massive embarrassment for the NDA government in general and the performance of Telecom Minister **Ravi Shankar Prasad** in particular. At least three senior Union ministers in New Delhi recently had to bear the brunt of 'poor connection'. The government's inability to handle call drops is now discussed openly in meetings of the BJP's frontal organisations such as the Swadeshi Jagran Manch, which fear that it is hurting the Prime Minister's Digital India pitch.

BABU ON THE RUN

Former Union financial services secretary **G.S. Sandhu** has been evading arrest from Rajasthan's anti-corruption bureau. Sandhu is a prime suspect along with former minister Shanti Dhariwal in the fraudulent conversion and allotment of land in 2011. He was principal secretary in the state's urban development and housing department then. The Congress is calling it a case of political vendetta but the state Inspector General, ACB, V.K. Singh, says interrogation of over hundred officials and witnesses point otherwise.



CAPITAL SHOW

Andhra Pradesh Chief Minister N. Chandrababu Naidu is busy making elaborate preparations for the ceremony on October 22 in which Prime Minister Narendra Modi will lay the foundation stone of new state capital, Amaravati.



- 16,000** villages across the state from where earth and water will be brought in for the ceremony.
- 250** acres of farm land levelled for the ceremony.
- 250,000** people from the state expected to attend the ceremony.
- 1,500** dignitaries from other states invited.
- 7** helipads built at the venue.

with ANSHUMAN TIWARI, ARAVIND GOWDA, AMARNATH K. MENON, NASEER GANAI, SANTOSH KUMAR, PIYUSH SRIVASTAVA, ASIT JOLLY, ROHIT PARIHAR AND ANANTH KRISHNAN



MANIPURIS ARE RISK TAKERS... ...GOANS PLAY IT SAFE

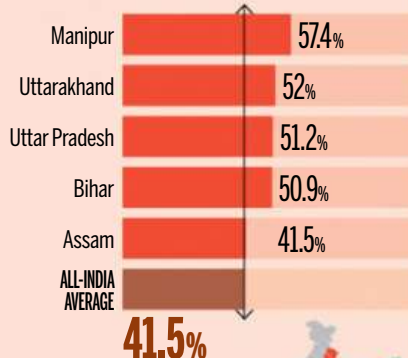
Contrary to popular perception, Punjabis and Gujaratis are not as entrepreneurial as Manipuris, Assamese and Biharis



THE INTREPID

5 states with the **highest entrepreneurial** urban population

% of population living in self-employed households

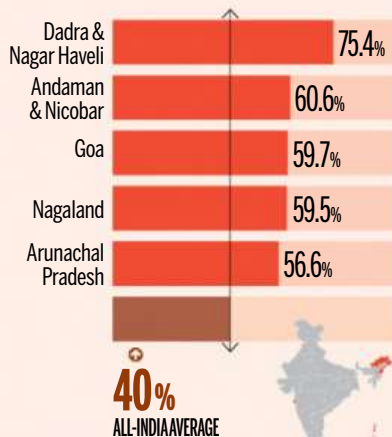


These are the only states where more than half the population runs its own business

PLAYING IT SAFE

5 states & UTs with **highest salaried** population in cities

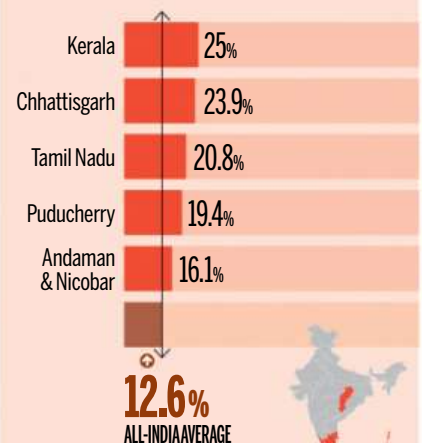
% of population living in salaried households



TAKING IT EASY

5 states with **highest casual labour** population in cities

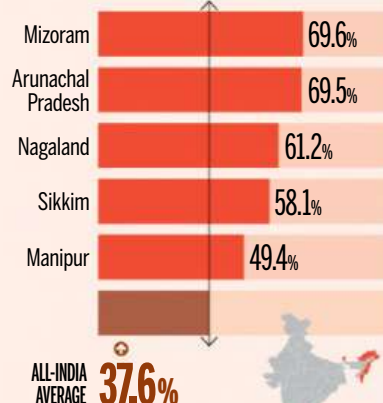
% of population living in casual jobs households



COUNTRYSIDE TALES

5 states with **highest farmer** population

% of population living in households with own farms

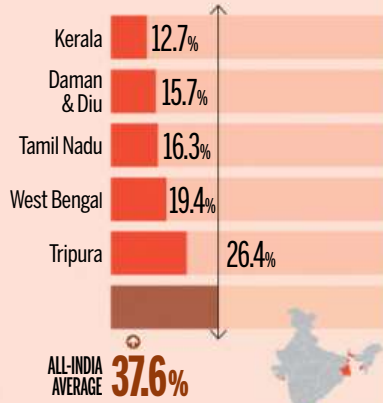


Villages in the North-East have the highest percentage of population engaged in agriculture

FARMING LOWDOWN

5 states and UTs with **lowest farmer** population tilling their own land

% of population living in households with own farms

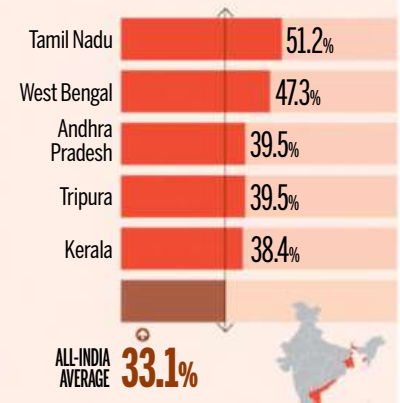


*States & UTs such as Delhi, Goa, Chandigarh, Lakshadweep & Puducherry have been excluded as these are largely urban with very little tillable land available

VILLAGE FREEBIRDS

5 states with **highest population** of casual labour

% of population living in casual job rural households



The number of casual farm hands is higher in eastern & southern states partly because of lack of available land

Source: MoSPI
Story: Tejeesh N S Behl

A woman is shown from the back, wearing a grey long-sleeved shirt. She is holding her neck with her right hand and her lower back with her left hand. There are red glowing areas on her neck and lower back, indicating pain. The background is a plain, light grey.

PAIN EPIDEMIC

NEW AFFLICTIONS ARE MAKING MORE INDIANS
SUSCEPTIBLE TO CONSTANT PAIN THAN EVER BEFORE
BUT NEW TREATMENTS ARE BRINGING FASTER RELIEF

| By Damayanti Datta |

P

ain: it's your intimate enemy. You can't see it, smell it, describe it, measure it, MRI or X-ray it. If you talk too much about it, doctors throw up their hands, branding you an attention-seeker, while friends avoid you. In medical textbooks, it's an "unpleasant sensory and emotional experience". It trips your

vital signs: temperature, pulse, respiration, blood pressure. It unleashes a cascade of negative hormones that target your immune system. And it triggers a storm of teeny-weeny molecules, cytokines, that attack and inflame your body. You and your pain: it's all about winning the war within.

Also without. For, India is a nation in pain. According to the World Health Organization (WHO), one in six people and one in three families suffer from arthritis in India. That means, about 15 per cent to 17 per cent of the Indian population. There's more: chronic pain affects 30 per cent of the adult population, about 20 per cent to 25 per cent of which is from musculoskeletal disorders (MSD) affecting joints, muscles, tendons, ligaments and nerves. Back pain accounts for another 25 per cent to 30 per cent. Add to it fractures: 50 million Indians are believed to be vulnerable to fractures, reports the International Osteoporosis Foundation. Indians have 15 per cent lower bone mineral levels than Westerners, with fractures occurring 10 to 20 years earlier. About 440,000 Indians get hip fractures every year, a figure set to hit 600,000 in 2020. The epidemic of pain is the biggest health problem facing India today, much more than the burden of diabetes, heart disease and cancer combined.

AGE OF PARADOX

It's a strange paradox: once upon a time, stiff arthritic gait and swollen, angry joints went with silver hair. Not anymore. "Arthritis is not synonymous with old age anymore," says Dr Rajesh Malhotra, professor and surgeon, Department of Orthopaedics at AIIMS. "In fact, young urban Indians have now become prime candidates for arthritis." Arthritis refers to joint inflammation and there are more than 100 diseases that affect the joints, he explains. Broadly, it can be divided into osteoarthritis—or arthritis due to wear and tear of muscles that comes with age—and inflammatory arthritis. It is estimated that about 70 per cent of the 60-plus population and almost 40 per cent in the age bracket of 34 to 40 years are

P.K. DAVE
CHAIRMAN,
ROCKLAND HOSPITALS

"MORE AND MORE PEOPLE ARE SUFFERING FROM PAIN BECAUSE OF UNDERLYING CAUSES SUCH AS UNDERNUTRITION, MODERN LIFESTYLE, INCLUDING TOBACCO AND ALCOHOL (USE), AND POOR POSTURE."



afflicted by various types of arthritis. "I get patients from all age groups," says Malhotra, "age 15 to 90."

BARE BONES FACTOR

What's going wrong with our bones? Human bone is actually one of the strongest materials found in nature, stronger than steel and concrete. Capped with smooth cartilage, held up by ligaments, it moves via muscles only at the meeting place of two bones or more: the joint. Each joint cavity is lubricated by a thick and slippery synovial fluid that helps prevent further friction as the bones move. Anything going wrong in this mechanism can trigger pain. Study of our joints show that they are about three-quarters to one-half as dense as those of the early human, says V.R. Rao, director of the Anthropological Survey of India. When or why did this happen to the modern man? No one knows. "But the reasons are believed to be hidden in our transition to a type of society where physical exertion has come down drastically."

No wonder, it's happening across the world. A major analysis of disease-burden worldwide (the *Global Burden of Disease Study* published in *The Lancet* in June this year) has found that musculoskeletal disorders such as low back pain, neck pain and arthritis ranked among the top 10 greatest contributors to disability in every country between 1990 and now. "With changing lifestyle, lack of exercise, proper diet and hectic working pattern, it's easy to fall prey to arthritis," says Malhotra. It is believed a host of factors can spark off arthritis: genetics to environment, sedentary lifestyle to high obesity, poor diet to junk food, diabetes to thyroid malfunction, inadequate footwear to modern technology, even injury and infection.

SOMETHING CALLED DJD

At the root of it is a silent longevity revolution. "Although India is one of the most youthful nations in a fast-ageing world, the proportion of elderly people is also rising," says demographer Ashish Bose, director of the Society for Applied Research on Humanities, Delhi. One in every 12 people is an elderly in India. With them is rising the number of patient footfalls with something doctors call DJD—Degenerative Joint Disease or Osteoarthritis—caused by inflammation, breakdown and eventual loss of the cartilage of the joints. "It's a kind of arthritis that eventually

afflicts most people to some degree or other as we age," says Dr G.P. Dureja, who pioneered pain management at AIIMS and now runs Delhi Pain Management Centre. "It is the result of wear and tear on joints over the years."

DJD might be a disease of old age but it also affects the young. That is why so many India cricketers miss matches. "Muscle over-use, fatigue and dehydration due to excessive sweating in a long, competitive sport make them prone to injury," says orthopaedic surgeon and sports injury specialist Dr Dilip Nadkarni of Lilavati Hospital, Mumbai. That's also why obesity causes DJD in younger patients. Dr Pradeep Chowbey, director of the Institute of Minimal Access and Bariatric Surgery at Max Healthcare Institute, says, "Excess weight puts pressure on bones and joints, making one more susceptible to osteoarthritis."

With 356 million 10- to 24-year-olds, India has the world's largest youth population, about 30 million of whom are either obese or overweight—the third top globally—shows a 2014 study by the Institute for Health Metrics and Evaluation, University of Washington,

US. That means many young people are vulnerable to DJD. What's more, they will remain in their youth over the next 20 years, bearing their pain and disability that much longer. A sign of the time is fast clip of joint-replacement surgery growth. The Indian Arthroplasty Association warns that the country is on the verge of becoming the global topper, with 100,000 joint replacement surgeries performed in 2014, up from 40,000 in 2007.

TURMERIC
BRINGS DOWN
INFLAMMATION, SAY
RESEARCHERS FROM
UNIVERSITY OF
ARIZONA.

THE ROLLER COASTER

What happens if you are a 20-something with a body of a 80-plus? What happens when the only question you can ask is: "Why me?" What happens when you are forced to deal with severe pain and deformity for the rest of your life, without any sign of cure on the horizon? Unlike DJD, that happens over time, Rheumatoid Arthritis (RA)—the second most common form—can strike anyone, at any age, leaving one with a world of aches, pain, anxiety and depression, at each bout of a sudden flare. "RA affects three times as many women as men," says Dr Gautam Basu, consultant orthopaedic surgeon with Ramakrishna Mission Seva Pratisthan, Kolkata. Possibly, female reproductive hormones such as oestrogen play

THE MAP OF PAIN

180 MILLION
INDIANS ARE SUFFERING
FROM ARTHRITIS

80
PER CENT
URBAN INDIANS ARE
VITAMIN D DEFICIENT,
WHICH MAKES THEM
PRONE TO BONE
DISEASES

95 PER CENT
ARE TAKING NON-
STEROIDAL ANTI-
INFLAMMATORY
DRUGS, NSAIDS

HEAD

90% PRIMARY HEADACHES
WITH NO UNDERLYING
MEDICAL CAUSE

SHOULDER

20% UNDERGO SHOULDER-
REPLACEMENT SURGERY

ELBOW

10% SUFFER FROM
TINY RUPTURES IN FOREARM
AND ELBOW MUSCLES DUE
TO REPETITIVE MOVEMENT

HIPS

ABOUT 440,000 INDIANS
GET HIP FRACTURES EVERY
YEAR, A FIGURE SET TO REACH
600,000 IN 2020

KNEES

INDIA HAS THE SECOND-LARGEST
KNEE-OSTEOARTHRITIS
SUFFERERS IN THE WORLD

HEELS

WALKING IN HIGH HEELS PUTS 25 PER
CENT GREATER FORCE ON THE KNEE
THAN WALKING BAREFOOT—A RISK
FACTOR FOR OSTEOARTHRITIS

NECK

75% ADULTS SUFFER FROM
NECK PAIN DUE TO POOR POSTURE

BACK

99% SUFFER AT LEAST
ONE ATTACK OF LOWER
BACK PAIN DURING
THEIR LIFETIME

WRIST

ONE-THIRD OF
COMPUTER USERS
ARE SUFFERING
FROM SPONTANEOUS
ONSET OF
WRIST PAIN

LOWER BACK

95% OF THE DISC
HERNIATION
CASES OCCUR IN
THE LUMBAR
REGION OF THE SPINE,
IN L4-L5 OR L5-S1

ANKLES

PEOPLE WHO ARE OVERWEIGHT ARE
MORE LIKELY TO GET MICRO-
FRACTURES OR ANKLE FRACTURES





GUEST COLUMN **SANGEETA SUNDARAM**

BACK TO A PAIN-FREE LIFE

Within months of learning to have the right posture, I was blessed with the gift of a new life

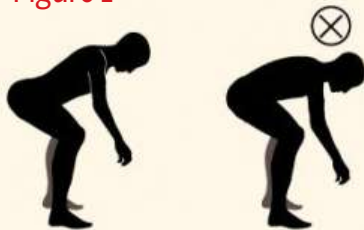
I suffered from lower back pain for nearly 16 years. Starting with one or two episodes at the age of 20, it progressively got worse. I tried all things—pain medication, yoga, pilates, ayurveda, acupuncture, massage, physiotherapy—but none gave long-term relief. Slowly, I started developing pain in my knee and shoulder too. I felt hopeless. Then I discovered Esther Gokhale and her book, *8 Steps to a Pain-Free Back*. Here was a method based on natural alignment of our bodies, which looked at how each bone in our body had a place in gravity, explained how we can retain the architecture we were born with, and be pain-free. I decided to do the Gokhale Method Foundations course.

The course, six lessons of 90 minutes each, was completely transformative. The techniques were simple

yet with profound impact. I gained a deep awareness of my own body architecture and learnt the right posture in everyday body movements. Learning to elongate my spine helped my back muscles relax. My arthritic knee was due to the way I walked with impact on the joint. Within weeks my pain was dramatically reduced. Within months of learning to have the right posture, I was pain-free. I was back to an active life—running, swimming and cycling. Based on my own experience I wanted to bring the Gokhale Method to India and became a posture teacher after training in the US. I am blessed with the gift of a new life. I want to share that gift.

The author is a Gokhale Method teacher on Primal Posture(TM)

Figure 1



Whenever you need to bend, hinge at your hips. Most people bend at the waist instead. Avoid doing that.

Figure 2



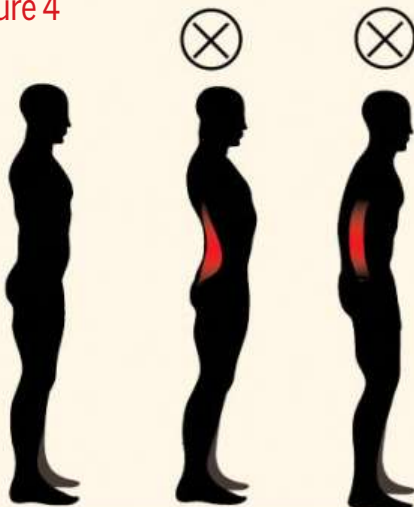
Keep your chest open and your back straight while sitting to have a good posture and to avoid hurting your back.

Figure 3



With a cushion on the back of a chair, stretch the back as you sit down, place feet about hip-width apart and relax legs; lengthen spine and release the tension.

Figure 4



An anteverted pelvis facilitates healthy posture.

A retroverted pelvis leads to tense back muscles or slumping.

Figure 5



If your back and chest are tight and abdominal muscles are flaccid, your resting, breathing action will be mainly in the belly.

If back and pectoral muscles are relaxed, abdominal muscles have good tone, your breathing action will be in the back and chest.

a role in this. “And RA typically comes on in the younger age group of 20 to 40, even in children 15 years or below, and affects multiple joints. Its origin is not known.” Dureja agrees: “Thirty years ago, there would be hardly any patient in the 15 to 35 age group. But in the last 10 years, the numbers have gone up 10 times.”

All that is known is, RA is an autoimmune disease in which the body attacks itself, leading to swelling and joint damage, which can make even holding a glass of water painful. “The current hypothesis is that the risk of RA goes up out of an interplay between an environmental trigger and a particular type of gene family, the HLA,” says Malhotra. The triggers can range from smoking to exposure to certain kinds of dust or fibres, and viral or bacterial infections. In 2014, doctors of Rheumatology Medicine at AIIMS, under Dr Uma Kumar, sent out a warning that rise of suspended particulate matter (SPM) 2.5 in the air increases risk of rheumatoid arthritis, through a 10-year study in Delhi. Research shows that the most common form of rheumatoid arthritis starts in the lungs.

How rampant is RA in India? The numbers are dizzying: a massive study on 55,000 individuals at 12 sites by Pune-based rheumatologist Dr Arvind Chopra, under the aegis of the WHO and the International League of Associations for Rheumatology, shows: up to 5 million Indians could be living with RA in India (*Indian Journal of Rheumatology*, 2015).

YOGA
AIDS CHRONIC BACK
PAIN, SAY SCIENTISTS
FROM THE UNIVERSITY
OF YORK, UK.

Chopra believes the numbers to be an underestimation, as RA is also linked to complications such as premature heart disease, diabetes, high blood pressure and early death—all of which are difficult to measure. The study also reported musculoskeletal pain to be the commonest self-reported ailment in the community.

QUALITY OF LIFE

There is one undeniable fact about chronic pain: it largely goes untreated or under-treated. The market for painkillers is going up by 16 per cent to 20 per cent a year, as chronic pain—lower back, arthritis and headaches top the list—keeps 30 per cent of Indians from enjoying life, according to data compiled by the Delhi Pain Management Centre.

In a survey last year of about 5,000 people from eight cities across India, the Delhi Pain Management Centre measured negative impacts of chronic pain on quality of life and levels of patient satisfaction with treatment. The epidemiological telephonic survey, assessing patient perception regarding attitude of family, friends and doctors towards their pain, found 37 per cent labelling their pain quotient as “chronic moderate” while 63 per cent called their pain intensity “chronic severe”. “That means they are no longer able to exercise, sleep, keep in touch with friends or family and

Dr PRADEEP CHOWBEY,
DIRECTOR, INSTITUTE
OF MINIMAL ACCESS,
METABOLIC AND
BARIATRIC SURGERY,
MAX HEALTHCARE
INSTITUTE

“EXCESS
WEIGHT PUTS
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ON BONES
AND JOINTS,
MAKING ONE
SUSCEPTIBLE
TO OSTEO-
ARTHRITIS.”



Gita Kumar 33, Housewife

Her hips had become concave, leaving her with crippling pain until a recent hip-replacement surgery brought relief. The Delhi-based housewife still doesn't know what could have caused it: was it the severe drop in blood platelet that she suffered right after her daughter was born? The bone marrow count had become alarmingly low, she says, forcing her to be on steroids continuously for three years. “It was very sudden. I used to feel weak before that but never suspected that it could be this.” Her plan of action now? Bringing her weight down.

“The bone marrow count had become alarmingly low... I used to feel weak but never suspected that it could be this (hip arthritis).”

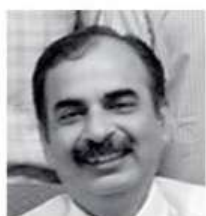


GITA KUMAR
WITH HER
DAUGHTER RIA

CHANDRADEEP KUMAR

Dr RAJESH MALHOTRA
PROFESSOR,
DEPARTMENT OF
ORTHOPAEDICS, AIIMS

"INDIA IS A YOUTHFUL NATION, WHERE THERE IS ALSO RAPID GREYING. BOTH AGE GROUPS ARE VULNERABLE TO ARTHRITIS, ONE FOR AGE AND ANOTHER FOR LIFESTYLE."



maintain an independent lifestyle," says Dureja. Pain in knees (32 per cent), legs (28 per cent), and joints (22 per cent) was most prevalent, he explains. About 32 per cent patients had lost at least four hours of work in the past three months. Most of them (68 per cent) were being treated with a cocktail of over-the-counter pills. About 95 per cent were taking nonsteroidal anti-inflammatory drugs, NSAIDs, that are known to be risky, especially to the heart and gastrointestinal tract. Many were taking nonprescription medications and very few consulting pain management specialists, Dureja adds.

TOWARDS WELLNESS

There is no dearth of new treatments pouring out of hospitals. Replacing joints—especially total joint replacement surgery—has become the safest and most commonly performed procedures. Sophisticated, cementless implants, utilising a patient's natural tissue growth, are also being used in joint resurfacing techniques. There is the newer and relatively painless visco-supplementation procedure, where a liquid is pumped into the joint for temporary relief, especially for treatment of pain associated with knee osteoarthritis. There are also intra-articular hyaluronic acid and other injectables.

AQUA
AEROBIC EXERCISES
ARE PROVING TO BE
HIGHLY BENEFICIAL
FOR OSTEOARTHRITIS.

But a bigger push for change is coming from the rising popularity of alternative healthcare and the new spirituality across the world. British researchers are showing how yoga can help one undertake 30 per cent more activities compared with those in the usual care group. American wellness guru Woodson Merrell uses the word "optimum wellness" for the best possible life one can have. "I am not against steroids or antibiotics. But the safest and the gentlest medicines come from the herbal world," he says. "Be it India's turmeric to fight inflammation, Chinese herb combination, Nazanol, against sinus, or Japanese Maitake mushrooms against cancer, natural medicines are the most powerful foods."

PROMISE OF NEW THERAPEUTICS

A ray of hope comes from an Indian-origin physician, Dr Ravinder Maini, who was born in Ludhiana, Punjab, but made Britain his home. Since the 1980s, Dr Maini and his colleague Dr Marc Feldmann have been working at the Kennedy Institute of Rheumatology, part of the Imperial College in London, to understand pain and inflammation at the level of molecules. The two scientists opened up a new era with the discovery of a new drug

Pramod Sharma 46, Engineer "It (knee) used to get locked... almost as if one bone was riding on top of another. It was very painful."

M ZHAZO



All was fine with him until one day, 10 years ago, suddenly while walking his right knee would seize up. Then it started happening more frequently. He would massage and things would be okay. He ignored it for long and gradually his left knee also got affected. Doctors in Delhi, his hometown, told him that the gap between the ball and socket joints had become wide and the fluid had dried up. Hence, there was friction between the bones. Why did it happen? He was a keen footballer once. Doctors think it might have happened because of old injuries. Now under treatment, he also had to change his diet after putting on considerable weight.

Dr G.P. DUREJA,
DELHI PAIN
MANAGEMENT CENTRE
“DEGENERATIVE
JOINT
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TO SOME
DEGREE OR
OTHER AS WE
AGE. IT’S A RE-
SULT OF WEAR
AND TEAR OF
JOINTS OVER
THE YEARS.”



Manoj Das 51, Librarian/Singer

“In 2012, I was influenced by Buddhism and that spirituality gave me new courage.”



He was just seven years old. He was running a very high fever, which later turned into a full-blown pneumonia. For several years after that he battled recurrent fever. By the time he was 11, he got better through ayurveda. But then he started suffering from joint pain and deformity in limbs. He had to use a wheelchair. As a result, his education suffered a lot but he went ahead and did library science through correspondence. In 2013, he came to AIIMS, Delhi, all the way from his hometown in Cuttack, Odisha, and underwent joint replacement surgery. It was a new life for him. Now, he doesn't use the wheelchair anymore.

that blocks a powerful inflammatory cytokine, tumour necrosis factor (TNF)-alpha. Their approach has now driven research on arthritis and other bone inflammation disorders to a wide spectrum of cell-targeted therapies, especially the rise of genetically engineered 'biologic' medications. Biologics are waiting to enter the armamentarium for pain treatment now. The good news is that the hugely expensive medicine, Infliximab (Remicade®), which costs about Rs 70,000 a month, will now have a *desi* avatar. Indian pharma biggie Ranbaxy Laboratories has now announced the launch of a much more affordable copycat version in India.

Good times are ahead for back pain warriors too. With 80 per cent of the country's population suffering from at least one episode in their lifetime—according to the annual WHO *Global Burden of Disease Study, 2010-13*—it's the new billion-dollar business for start-up entrepreneurs. When brothers Nithij and Anuj Arenja set up their start-up Qi Spine Clinic in Mumbai in 2010, it became India's first and only healthcare service focusing on the diagnosis and treatment of back pain. The idea was driven by Nithij, a back pain sufferer, who set out on a global quest to find an effective long-term cure for himself. He came back with his therapy and more: Qi Spine turned into a chain of clinics across the

country. What's more, a study they took up last year revealed that 89 per cent of patients surveyed had back pain, muscular dysfunctions, disc prolapse or protrusions. Yet, unless chronic pain symptoms flared up, they did not seek professional medical help.

BIG QUESTIONS

With pain taking epidemic proportions, how would the world cope with this painful, disabling and as yet incurable disease?

Ask Molly Mol, 45. The nurse at AIIMS walks stiff, a bit like a mechanical toy. But that clipped gait somehow goes with her crisp white nursing uniform and hair neatly pulled back into a cap. Few can tell she is in constant, burning pain, as she goes about the wards, a smile on her face; that she needs one hour to ease morning stiffness out of her joints before reporting to work; or that she often goes without painkillers so as to not fall asleep on the job. But there's some good news for her. On World Arthritis Day,

she has got to know that her joint-replacement surgery has been a success beyond expectation. She can now go about her ward in AIIMS with all the grace that her body denied her for 26 long years.

Follow the writer on Twitter
[@dattadamayanti](https://twitter.com/dattadamayanti)

TEA
AND COFFEE
DRINKERS
ARE AT A HIGHER
RISK OF BONE
AILMENTS.



To tweet on this story,
use [#ChronicPain](https://twitter.com/hashtag/ChronicPain)

WHY INDIA DIDN'T STRIKE PAKISTAN AFTER 26/11

A former Pakistani foreign minister claims India had planned a retaliatory strike after 26/11. A behind-the-scenes look at why India chose the diplomatic route, not war.

By Sandeep Unnithan

On December 2, 2008, India's military, political and intelligence leadership went into a huddle in the Prime Minister's Office in South Block. The agenda at hand was weighty. The dozen or so men in a room deliberated options that had the potential of triggering a possible fifth India-Pakistan war. It was just a week since 10 Pakistani terrorists had targeted Mumbai and killed 165 people. The incident had provoked national outrage and there was tremendous public pressure on Prime Minister Manmohan Singh to retaliate.

Almost all the options discussed by the heads of the military, spy chiefs revolved around punishing the Lashkar-e-Taiba (LeT) which had masterminded the attack. The range of options included special forces missions, covert attacks, strikes by the air force on terrorist training camps and even an option of a limited war.

The options for retaliation that India debated, it now emerges, were known to the United States as well. Former Pakistani foreign minister Khurshid Mahmud Kasuri's memoirs, released in New Delhi on October 9, says the Bush administration sent senators John McCain, Lindsey Graham and US special representative for Afghanistan Richard Holbrooke to Islamabad sometime after the attacks which began on November 26, 2008, to judge the public mood there.

"Senator McCain wanted to know from me," Kasuri writes in *Neither A Hawk Nor A Dove*, "in view of my experience, both as former foreign minister and as a politician, what the reaction

of the Pakistani army and the public at large would be, if there was a limited air raid on Muridke", the headquarters of the Jamat-ud-Dawah (JUD), the charity front of the LeT and its leader Hafiz Saeed. Kasuri does not mention the exact date of the meeting, but it was clearly during McCain's two-day visit to Islamabad that began on Friday, December 5, 2008.

NO COLD START

Indian investigators had traced the Pakistani hand in both the March 1993 Mumbai serial blasts and the July 2006 suburban train bombings. These attacks had killed more people—257 and 187 respectively. But 26/11 was different. It was the first attack carried out by Pakistani nationals who hit civilian targets and foreign nationals with calculated brutality. Unlike the December 2001 attack on India's parliament where all five terrorists were gunned down, one of the Mumbai attackers, captured alive less than six hours after the attack

began, had revealed the full extent of the conspiracy.

The first meeting of India's security establishment was held in the PMO on November 28, just 48 hours after the attack began and when Indian commandos were closing in on the last four terrorists holed up in the heritage wing of the Taj hotel. The meeting chaired by Prime Minister Singh included National Security Adviser M.K. Narayanan, Defence Minister A.K. Antony, the chiefs of the Intelligence Bureau (IB) and Research and Analysis Wing (RAW) and the chiefs of the navy and the air force. The army chief, General Deepak Kapoor, was away on a tour of South Africa and was represented by the Vice Chief of Army Staff Lt General Milan Naidu. Singh asked the intelligence brass for their options to tackle Pakistan. The military option was still on the table at that point, officials in the meeting say.

One alternative included a 'Cold Start', the Indian Army's plan for swift and shallow thrusts across the international border without waiting for a full-scale mobilisation. It was developed after it had taken the army more than a month to fully mobilise along the Pakistani border after the attack on India's parliament in December 2001. But the option of using Cold Start was discarded. The government was clear that a strike across the international border (at the JuD headquarters in Muridke, Lahore, which Kasuri suggested) would be provocative and escalate matters. It would also be unacceptable internationally.

Lt General Naidu also said he would rather wait for the army chief to return from South Africa on November 28. The navy did not have



ALL FIVE OPTIONS PRESENTED BY THEN NSA M.K. NARAYANAN—AFTER TWO MEETINGS OF THE SECURITY ESTABLISHMENT—WERE CONFINED TO ACTIONS WITHIN POK.



MUMBAI'S TAJ MAHAL HOTEL BURNS
AFTER MILITANTS LAUNCHED
AN ATTACK ON NOVEMBER 26, 2008

REUTERS



INDIAN ARMY SPECIAL FORCES
UNDERGOING TRAINING IN SHIMLA

a swift retaliatory option either. Navy chief Admiral Sureesh Mehta said his forces were not ready yet and did not have a 'Cold Start' doctrine.

The intelligence agencies were miffed at the navy for not acting on an alert which revealed the precise location of the LeT vessel while it was anchored off Pakistan's coast waiting to infiltrate into India. Disclosures made by former intelligence contractor Edward Snowden in 2013 revealed that the Central Intelligence Agency (CIA) had intercepted communications between the Lashkar boat and the LeT headquarters in Pakistan-occupied Kashmir (PoK) and passed the alert on to RAW on November 18, eight days before the terrorists actually struck Mumbai.

Air Chief Marshal Fali Homi Major held out the only option for swift retribution. The IAF could carry out air strikes on terrorist camps inside PoK within 16 hours, he said. But for the attacks to be successful and avoid collateral damage to civilians, he would need the exact coordinates of the terrorist training camps. The intelligence agencies did not have such precise information. The military option was postponed.

THE STRIKE OPTIONS

A second meeting of India's security establishment which took place on December 2 was more focused on the military option against Pakistan. By now, the Manmohan Singh government had clearly ruled out either an Operation Parakram-style mobilisation of the Indian military or the Cold Start option that replaced it. Options now almost exclusively focused on punitive strikes against the LeT, which had carried out the attack. Exactly a week after the attack, Indian intelligence agencies had built up a comprehensive picture of the LeT's complicity in the attack—confessions from the sole terrorist arrested, Ajmal Kasab, and several hours of conversations intercepted between the LeT handler in a Karachi control room and the Mumbai attackers.

The armed forces, particularly the army and the navy, were still short of options for striking back at the LeT.

SURGICAL STRIKES

India's policymakers debated and discarded a variety of options to deal with the Lashkar-e-Taiba that had carried out the November 26, 2008 attack on Mumbai.

OPTION	WHY IT WAS DISCARDED
 STRIKING LeT AND JUD LEADERSHIP IN MURIDKE	No covert assets in Pakistan. Risk of attack force being captured if sent from India.
 LIMITED AIRSTRIKES AGAINST TERRORIST TRAINING CAMPS IN PoK	Lacked precise locations of terrorist training camps. Possibility of civilian collateral damage.
 AIRSTRIKES BY IAF	Lacked precise locations of terrorist training camps. Possibility of civilian collateral damage.
 HELICOPTER GUNSHIP RAID BY INDIAN ARMY SPECIAL FORCES ON CAMPS AND LAUNCH PADS	Did not know precise location of terrorist training camps. Possibility of civilian collateral.
 LIMITED WAR CONFINED TO J&K, BACKED BY FULL MOBILISATION OF ARMY	Army lacked the conventional superiority to prevent conflict from escalating.

General Kapoor wondered aloud if the nation was prepared for war, meaning a possible retaliation by Pakistan which then would have had to be met by a tit-for-tat response by India.

The military options came from an unexpected quarter—M.K. Narayanan, who presented five detailed options. It was possibly the first time in recent times that the Indian government had been presented with a diverse range of military options that fell short of full-scale war. The alternatives ranged from surgical air strikes to covert action and special forces raids.

The first option called for covert action against the LeT leadership in Pakistan. Three other options called for the use of air power against LeT training camps and headquarters in PoK. IAF combat jets would carry out surgical strikes against LeT targets or helicopter-borne special forces commandos could strike the camps to ensure there was no collateral damage. A final option was for a limited war confined to airstrikes in PoK, which a mobilisation by the Indian armed forces would ensure did not spread across the border.

It is unclear whether these

alternatives were prepared after consultations with India's military, but the three service chiefs weighed into the discussion, examining the options threadbare. Each military option had been minutely detailed down to the escalation dynamics, meaning the possible Pakistani reaction to each action by India. Significantly, all five options presented by Narayanan were confined to action within PoK, a territory claimed by India.

The first option, a revenge strike on the LeT leadership, was examined but ruled out. India, it was revealed, lacked any covert capability or personnel within Pakistan. Prime Minister I.K. Gujral had shut down RAW's covert operations inside Pakistan in 1997 and subsequent prime ministers had turned down requests by their spy chiefs to revive them. Infiltrating commandos for a special operation meant running the risk of them being captured just like Kasab. India, officials at the meeting feared, risked being put in the same category as Pakistan.

Airstrikes like those carried by the IAF on the Kargil heights in 1999 needed exact coordinates of camps. They also needed people on the ground to 'illuminate' targets with laser designators so the IAF bombers could drop their precision weaponry on them without causing civilian collateral damage. "Most of the camps were nothing more than temporary tents. There was the very real risk of the operation killing civilians," said an official present at the meeting.

Indian intelligence officials could not give the military precise whereabouts of the LeT leadership and of the terrorist training camps. They did not have covert operatives inside Pakistan who could illuminate targets. Nor could they procure the intelligence in the short time it was needed for the strike to be effective. The option for airstrikes was discarded.

The last option of a limited war confined to PoK was also debated. The Indian military would mobilise itself along the international border to ensure Pakistan did not attempt to take the battle beyond PoK. Frenzied calls from the Indian public to strike Pakistan had alarmed the Pakistani



INDIAN TROOPS DURING OPERATION PARAKRAM IN DECEMBER 2001

military which had already put its air force on high alert and prepared anti-aircraft defences.

Another factor complicating an Indian military response was the presence of the US military on three airbases in Pakistan and in their airspace.

Pakistan had allocated a number of air corridors exclusively for use by the US and these were code-named Boulevard, Bagpipe, Beltline, Buzzard and Eagle. The IAF would have to avoid hitting US fighter aircraft, bombers, drones and transport aircraft transiting from the Arabian Sea to Pakistan and Afghanistan in

these corridors.

If a conflict broke out, the military leaders discussed, Pakistan's limited strategic depth and its apprehension of India gaining the upper hand would encourage them to move up on the nuclear escalatory spiral. In other words, Pakistan had a national compulsion to project a very low nuclear threshold. If conflict broke out, keeping an Indian attack 'limited' would not be a Pakistani priority. On the contrary, Pakistan would have preferred to escalate the conflict to a level where it could posture nuclear weapons and thereby force the international community to quickly intervene. "If India was forced to terminate the war under international pressure, then it was not worth it," one official says. This last option too was discarded. It was found that the Indian military machine, hollowed by years of neglect, lacked the decisive conventional edge to localise a conflict.

Unlike Operation Brasstacks in December 1986 and Operation Parakram in December 2001, there was no mobilisation of India's armed forces in December 2008. But it revealed, yet again, the enormous potential of non-state actors such as the Lashkar-e-Taiba to bring the nuclear-armed neighbours to the brink.

Follow the writer on Twitter @SandeepUnnithan



**AN ANALYSIS OF THE
VARIOUS OPTIONS
REVEALED THAT THE
INDIAN MILITARY MACHINE,
HOLLOWED BY YEARS OF
NEGLECT, LACKED THE
CONVENTIONAL EDGE TO
LOCALISE A CONFLICT.**



THE FINAL PUSH

As the campaign peaks, the fight becomes a jumble of development, caste, religion and freebies

By Amitabh Srivastava

The three-room house in Kalyan Bigha village in Harnaut block of Nalanda district is certainly an aberration. It sits in a village that has concrete roads, a working sewage system, drinking water tank, power sub-station, a community hall, an industrial training institute and a primary healthcare centre, among facilities bracketed under “infrastructure” in government files. The house still does not have a power connection—at a time when more small towns and villages of Bihar get power supply than ever in the state’s history.

The property is Chief Minister

Nitish Kumar’s ancestral house, where he studied under a lantern and went on to become, aptly enough, an electrical engineer.

Sexagenarian Sitaram Singh, who looks after the house that Nitish visits off and on to spend some time in solitude—articles from his childhood, from school lunch boxes to clothes he wore as a child, are still kept there in an old iron trunk—says the chief minister has to build Bihar. Unlike for other politicians, building his own house is not a priority for Nitish, Singh adds. Old lieutenants are, of course, staunch allies—something Nitish is now hoping Lalu Prasad Yadav would turn out to be. But that could well be

the majority sentiment in the area. In Harnaut, the nearest town and railway station from Kalyan Bigha, Rajkishore Prasad Yadav, who runs the popular Baba hotel, known for its onion pakoras and cardamom tea, says, “Forget politicians, we would have voted for JD(U) even if Nitish Kumar had fielded a tree.”

For the record, Nitish had lost from Harnaut in 1977 and 1980 before entering the Vidhan Sabha for the first time from there in 1985. But it may not be a cakewalk—either in Harnaut or the 50 seats in the entire central Bihar belt that go to the polls on October 28.

Far from a cakewalk, it will be a mighty fall for his party’s one-time



THE GRAND ALLIANCE CAMPAIGN HAS A BALANCE BETWEEN NITISH'S DEVELOPMENT DIALOGUE AND LALU'S CASTE LANGUAGE

RANJAN RAHI

ally, believes BJP President Amit Shah. Taking a short break from his election war-room in Patna, Shah tells INDIA TODAY in New Delhi that a BJP victory is certain: "I have travelled in 22 districts, met millions, and have looked them in the eye. There is a big wave in favour of the BJP, and by the time of the third phase, this wave will transform into a tsunami."

At his 7, Circular Road residence in Patna, Nitish or his campaign team members have little time to read the nuances of Shah's observation. But he is aware of the fact that the Mahadalit vote bank, which he had created and nurtured so carefully in the first nine years of his tenure, is slipping away—a result of what many in the JD(U) now acknowledge was a miscalculation in making Jitan Ram Manjhi the chief minister last year, letting him grow too big for the party's good, and then dismissing him. Nitish is now running the extra mile

2015



ASSEMBLY POLLS BIHAR

to retain what was his. A day after the first phase of polling on October 12, Nitish starts early to campaign in as many as six assembly constituencies—Kaimur, Mohania, Karakat, Nokha, Imamganj and Ghoshi. In all, he speaks for more than two hours of the six-hour travel time in an area now believed to be the stronghold of Manjhi, who the BJP is banking on to deliver a large chunk of the Mahadalit votes.

Six meetings in a day is a little too hectic for even Nitish, who has addressed 54 public meetings in the first 12 days since beginning campaigning on October 1. His alliance partner Lalu Prasad, who hit the campaign trail on September 27 from Raghapur, where his younger son Tejaswi is a candidate, has addressed 41 rallies until October 12. In contrast, Congress Vice President Rahul Gandhi, still fastidiously hanging on to his "suit-boot ki sarkar" line, has addressed five.

But if Nitish and Lalu are pushing hard, so is Prime Minister Narendra Modi. On October 9, he addressed meetings in Begusarai, Munger, Samastipur and Nawada, speaking for nearly three hours of the nine hours he travelled that day. The following



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THE CROWD AT A RALLY ADDRESSED BY PRIME MINISTER NARENDRA MODI IN BANKA, BIHAR

day, he held rallies in Sasaram and Aurangabad, and returned to Bihar again on October 12 to address two more meetings on the day of the first phase of polling—his 12th and 13th since the first public meeting in Muzaffarpur on July 25. With polling over in 81 of the state's 243 constituencies in the first two phases on October 12 and 16, Modi is expected to devote at least two days for each of the three remaining phases.

Out there on the daises, while Lalu is trying to make it a contest between upper castes and backward castes, evoking the mandal versus kamanandal discourse of the 1990s, barring a few aberrations, Nitish has kept his campaign focused on his development plank. He is targeting the youths with promises on IT, jobs, skill training along with 30 per cent quota for women in government jobs. The BJP has also made a slew of promises: scooties for girls, laptops for students and colour TV sets for Dalits.

Asked about sops offered by a party that has always slammed others over poll freebies, Shah says since the per capita income in Bihar is today the second lowest in the country, the BJP's "vision document is aimed at the

development of every region and every individual of Bihar", and that these should not be tied with poll promises.

Like Modi, who has gone all guns blazing for Lalu in his rallies since the poll dates were announced, even calling the JD(U)-RJD-Congress mahagathbandhan (grand alliance) a "mahaswarthbandhan" (alliance of self-seekers), Shah also trains his gun squarely on the RJD chief. Calling it an "unholy alliance", Shah says, "What the country knows by the name of 15-year jungle raj was put to an end by the BJP along with Nitish Kumar. And now Nitish has aligned with the architect of that jungle raj. There cannot be any development in Bihar if Nitish goes along with Lalu."

NITISH KUMAR

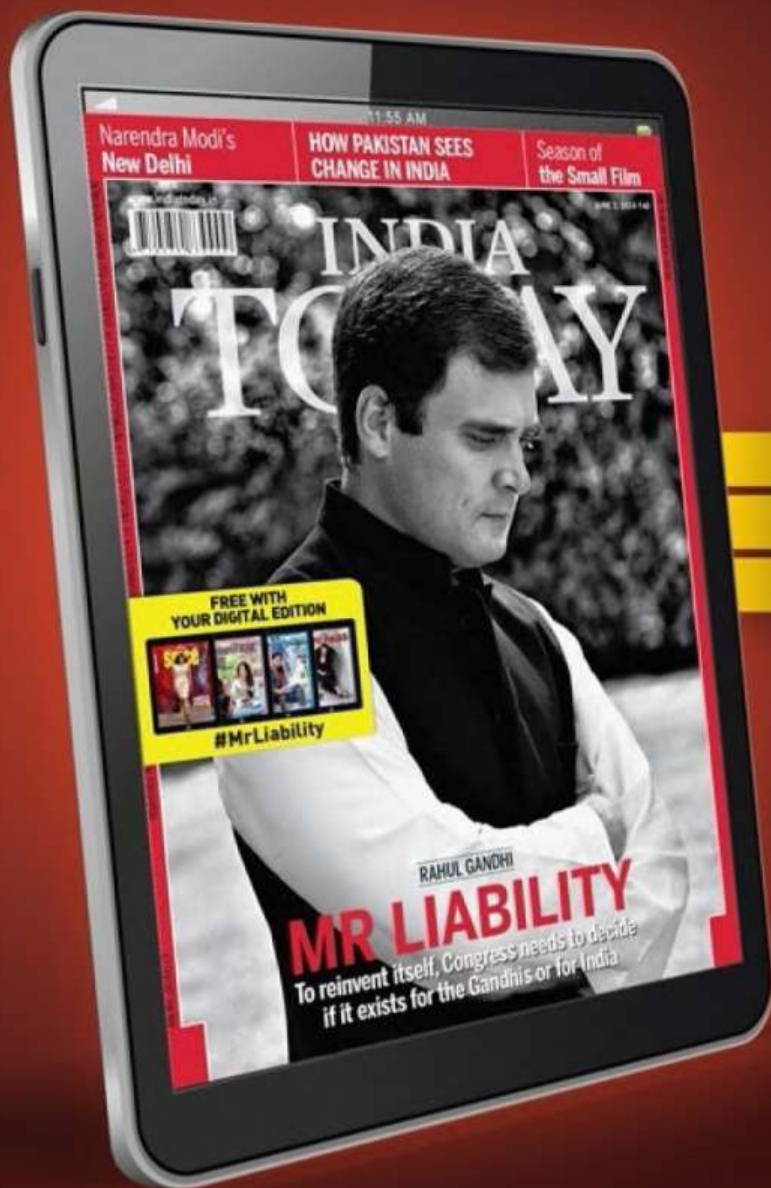
HAS, BARRING THE ODD BARBS, KEPT HIS CAMPAIGN FOCUSED ON DEVELOPMENT, EVEN AS LALU IS TRYING TO EVOKE THE MANDAL-KAMANDAL DISCOURSE.

This constant attack on Lalu is also part of a strategy, says a state BJP leader. "We understand that the more you attack Lalu, the more solidly the Yadav votes consolidate behind him. This is why we initially refrained from attacking Lalu much," he says. But realising that Lalu would eventually get most of the votes from the state's 14 per cent Yadavs, the party changed tack. "An aggressive campaign may make the Yadavs rally behind Lalu but it will also wean away voters from other OBC communities," he says.

The big challenge for the BJP, however, is that unlike the General Election there doesn't seem to be a Modi wave, despite Shah's claims to the contrary. The walls and billboards of Patna, other towns and the hinterland are filled with bold slogans: "*Jhanse mein na aayenge, Nitish ko jitayenge* (we will not be deceived, will make Nitish win)" versus "*Badaliye sarkar, badaliye Bihar*" (change the government, change Bihar)." But unlike residents of Harnaut block, the people targeted by both messages are keeping their cards close to their chest for now.

with Anshuman Tiwari and Santosh Kumar
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By Jyoti Malhotra

The written word is striking back at the sounds of silence echoing across the corridors of power, old-fashioned pen and ink reasserting their place amid a cacophony of fear. As writer after writer, bookended by translators as well as titled officials in the literary establishment, returns government-bequeathed awards back to the government, a satyagraha of poetry and prose and blank verse is unfolding across the national landscape.

They have emerged from all corners of India over the last few days, speaking a babel of accents and tongues, citing their right to dissent. On September 5, the first to return his Sahitya Akademi award, which carries a citation and prize money of Rs 1 lakh, was Hindi writer Uday Prakash. Holding "Hindutva forces" responsible for the murder of Sahitya Akademi awardee M.M. Kalburgi on August 30, Prakash wrote on Facebook, "This cowardly act of terror shook me. This is not the time to remain silent to protect oneself. Silence will only embolden such forces."

Barely a month later, Nayantara Sahgal, 80, niece of Jawaharlal Nehru and a writer of repute, returned her award. Writing an open letter called, "The Unmaking of India", Sahgal noted that the "right to dissent is an integral part of (our) Constitutional guarantee".

The tipping point for Sahgal's anger came with the murder of Mohammed Akhlaq, killed following a rumour that he had stored beef in his house in Dadri, next door to the national capital. Within hours, noted Hindi poet and critic Ashok Vajpeyi had followed suit. Over the last few days, the tide has grown to include Malayalam writer Sarah Joseph, Hindi writer Krishna Sobti, Urdu novelist Rahman Abbas, Kashmiri writer Ghulam Nabi Khayal, Kannada novelist Kumbar Veerabhadra, Assamese writer Homen Borgohain and as many as nine Punjabi poets and writers—Surjit Patar and Baldev Singh Sadaknama, among others.

It's as if the rising tide of intolerance over the last year, manifested

THE WRITE TO PROTEST

A satyagraha of poetry, prose and blank verse unfolds as a host of writers return their awards to the government



Illustration by SAURABH SINGH

WHILE CULTURE MINISTER MAHESH SHARMA SAYS LET THE WRITERS STOP WRITING IF THEY ARE UNABLE TO WRITE, SALMAN RUSHDIE SAYS THESE ARE "ALARMING TIMES FOR FREE SPEECH".

in prosaic bans against the food on your table or love jihad or inoffensive laughter, has sparked a roll call of sceptics. At last count, the number of literary naysayers had touched 40.

Dalip Kaur Tiwana, 80-year-old Punjabi novelist and short story writer, told INDIA TODAY that she was parting with her beloved Padmashri—“something very close to my heart”—because she wanted to oppose “not just the religious intolerance but also the belief of the present government that they could do anything just because they were in power”.

From the other end of the world, Salman Rushdie offered support. Inaugurating the world’s oldest book fair in Frankfurt, Germany, on October 13, Rushdie said, “Publishers and writers are not warriors, we have not tanks. But it falls to us to hold the line.” Only the day before, Rushdie had tweeted in favour of Sahgal and her dissenting compatriots, saying these were “alarming times for free expression in India”.

Several writers point out that by giving up their awards today they aren’t taking any political sides. They say there was no such outpouring, for example, in the wake of the 1984 riots against the Sikhs or the 2002 riots against Muslims in Gujarat. Those crimes against humanity may or may not have given rise to exemplary journalism or anguished activism, or both—but the major political parties certainly measured their positions against those climactic events.

It is not even, the writers add, as if the Congress party is a beacon of social and cultural virtue. Rajiv Gandhi’s government banned Rushdie’s *Satanic Verses* in 1988. Under another Congress-led government headed by Manmohan Singh in 2006, celebrated painter M.F. Husain was driven out by right-wing hardliners and no one in the party said a word.

But according to Sahgal, the difference between the Emergency imposed by Indira Gandhi, who locked up writers and political activists and all kinds of dissenters, and the Narendra Modi-led regime today is “as if an iron curtain has come down on the right to

WRITERS WHO RETURNED SAHITYA AKADEMI AWARD

- UDAY PRAKASH-Hindi writer 2010*
- NAYANTARA SAHGAL
Indian English writer 1986
- ASHOK VAJPEYI-Hindi poet 1994
- RAHMAN ABBAS-Urdu novelist 2011
- SARAH JOSEPH-Malayalam novelist 2003
- GHULAM NABI KHAYAL-Kashmiri writer 1975
- SURJIT PATAR-Punjabi poet 1993
- JASWINDER-Punjabi poet 2014
- DARSHAN BATTAR-Punjabi poet 2012
- WARYAM SANDHU-Punjabi writer 2000
- BALDEV SADAKNAMA-Punjabi novelist 2011
- CHAMAN LAL-Punjabi translator, 2002
- N. SHIVDAS-Konkani writer 2005
- MANGLESH DABRAL-Hindi writer 2000
- RAJESH JOSHI-Hindi writer 2002
- G.N. RANGANATHA RAO-Kannada
translator 2014
- SRINATH D.N.-Kannada translator 2009
- GURBACHAN BHULLAR-Punjabi writer 2005
- AJMER SINGH AULAKH-Punjabi writer 2006
- ATAMJIT SINGH-Punjabi writer 2007
- GANESH DEVY-Indian English writer 1993
- ANIL JOSHI-Gujarati poet 1990
- HOMEN BORGHAIN-Assamese journalist 1978

*The year of awardees

RESIGNED FROM SAHITYA AKADEMI BOARD

- K. SATCHIDANANDAN
- SHASHI DESHPANDE
- E.V. RAMAKRISHNAN
- K.S. RAVIKUMAR
- C.R. PRASAD

dissent. The people threw out Indira Gandhi after Emergency and India remained a democratic and secular country...Today, no one feels safe unless you toe the Hindutva line”.

At last, responding to the growing criticism, Prime Minister Narendra Modi told *Anandabazar Patrika* that “incidents like Dadri and (the cancellation of the concert in Mumbai of noted Pakistani ghazal singer) Ghulam Ali are really sad, but what is the role of the Centre in them?”

The PM pointed out that the debate around the clash of civilisations isn’t new, and stuck to his ground. “The BJP has always opposed pseudo-secularism. The BJP does not support such incidents. The opposition is using these incidents to accuse the BJP of communalism but isn’t the opposition playing the politics of polarisation?” he said.

Earlier, the PM had also tweeted his Cabinet colleague Venkaiah Naidu’s appreciation of Ramnath Goenka, the intrepid publisher of the *The Indian Express*, who notably stood up to Indira Gandhi’s Emergency years by refusing to publish her accolades. “(He) did not bother about threats from the then PM. We need such statesmen,” Modi tweeted. Several writers pointed out the unintended irony in Naidu’s statement.

Sahitya Akademi President Vishwanath Prasad Tiwari insisted that awardees earn a “lot of honour and prestige. Even if the writer returns the prize, what about the goodwill earned?” Chetan Bhagat, bestseller writer, has also said that “returning the award...is posturing. It’s politics.”

Perhaps the reason this literary revolt is capturing the national imagination is because it is both spontaneous and authentic. The parched landscape allows these imagined rebels the opportunity to fulfill their roles as change agents, however limited, and offers the audience a collective catharsis. Everyone knows this moment must pass, sooner or later, just like a good page-turner whose last page must be turned.

Follow the writer on Twitter @jomalhotra

THE SKILL THAT WASN'T

The Skill India mission suffers a setback with a CAG report pointing out gross irregularities in the NSDC's functioning, leading to high-profile exits

By Shweta Punj

When the UPA government drafted the first National Skill Development Policy in 2009 and followed it up with the National Skill Development Mission a year later, it was seen as a belated, even though welcome, realisation of what was critical for India to reap its much-hyped demographic dividend: training the millions of unskilled workers and unemployed youths. An estimated 3.5 million people were trained under this programme until the Narendra Modi government recast it under its ambitious 'Skill India' campaign to feed its equally ambitious 'Make in India' mission. With about 54 per cent of its population under the age of 25 and one million people needed to be skilled every week, Modi even created a Ministry of Skill Development.

But earlier this month, the wheels seemed to come off the mission as the CEO of the National Skill Development Corporation (NSDC), Dilip Chenoy, and chief operating officer Atul Bhatnagar resigned, apparently due to the unhappiness of the skill development ministry over the functioning of the public-private partnership. Now there is more bad news.

A Comptroller and Auditor General (CAG) report on the workings of the NSDC from 2008-2014, accessed by INDIA TODAY, points out a host of irregularities which played a determining role in the painfully slow pace at which skilling India has progressed.

The report, which is yet to be tabled in Parliament, states that the NSDC could not raise a rupee from the private sector and yet government shareholding in NSDC was between 37.04 per cent and 42.37 per cent when a cabinet decision had stipulated that it

should not fall below 49 per cent. While the National Skill Development Fund (NSDF), set up for the funding of NSDC, received Rs 2,811.98 crore between 2008 and 2014 from the government, there was no contribution from the private sector. And no records were made available to the auditors on the efforts made to obtain funds from the private

sector, which is expected to contribute an equal amount. "Necessary action on the part of NSDF for raising resources from alternative resources was completely missing," states the report. Of the Rs 1,677.94 crore received by the NSDC—which amounted to 99.69 per cent of resources with NSDC—the private sector controlled what was

SKILL DEVELOPMENT
MINISTER RAJIV
PRATAP RUDY



CHANDRADEEP KUMAR

GRAND PLAN ON PAPER The NSDC was set up with the mandate of

- | | | | |
|--|---|---|--|
| NSDC was established in July 2008 as a public limited company under Companies Act, 1956. | NSDC's mandate was to implement the skilling agenda of the UPA government through partnerships with various stakeholders. | The NSDC's role also extended to getting the private sector to invest in it, since NSDC was set up in the PPP format. | NSDC gives a loan to a training partner and the partner enters into a JV with it to skill a certain number of people. NSDC's funding includes loan, equity and grants. |
|--|---|---|--|

WHAT HAPPENED ON THE GROUND The CAG audit's shocking revela

- | | | |
|---|--|--|
| The NSDC did not raise any funds from the private sector. | It operated only with taxpayer money for more than 5 years for a public purpose without any effective parliamentary oversight. | The government's opinion was ignored or the government was kept out of due diligence process in picking training partners. |
|---|--|--|

designed as a government project.

The role of NSDF was to monitor and play a supervisory and regulatory role to NSDC, but the report notes that “inclusion of chairman of NSDC in the board of trustees of NSDF resulted in the absence of arm’s-length relationship between NSDC and NSDF”. The report also says a systemic effort was made to subvert procedures to benefit a few. The NSDC took decisions to choose training partners in an ad hoc manner—it “considers proposal without any guidelines for prioritisation of expenditure”, notes the report.

Project approvals followed a stage-wise process: evaluation by a project evaluation committee and then by the project approval committee. The

project approval committee comprised industry members and a member from the government. But the Department of Economic Affairs (DEA) decided to discontinue the participation of the government representative. “DEA persisted with limited control strategy,” says the report.

The skilling plan was initially under the DEA in the finance ministry headed by then finance minister P. Chidambaram, which was later transferred to the Ministry of Youth Affairs and subsequently to the Ministry of Skill Development.

According to the audit report, NSDF and NSDC entered into an investment management agreement in March 2009 to govern the release and utilisation of funds from NSDF to NSDC but no provision for supervisory role of NSDF over the functions of NSDC was included in the agreement. Moreover, in a decision by the DEA, NSDC was converted into a private limited company in June 2011, in violation of the cabinet approval. That meant no need for government approval on remuneration of management personnel or the need to constitute an audit committee.

The CAG has found that NSDC awarded contracts to certain companies/training partners that had quoted nearly 3,000 times more compared to other bidders; repayment periods were extended, interest moratoriums granted to only some. Industry sources say funds borrowed from the NSDC have been misused and often the same set of people are ‘trained’ many times.

While this is perhaps the first time in India that the PM himself is heading a skilling mission, the CAG report presents a grim picture of how things have progressed so far. Policy experts, however, still maintain that the recast National Policy for Skill Development is well-intentioned and sets ambitious targets—but it lacks implementation design at this point. “Unless you have the processes to ensure accountability, timelines, it is very difficult to implement even in the private sector,” says a policy expert.

Union Minister of Skill Development Rajiv Pratap Rudy takes refuge in legacy issues to explain the NSDC mess and insists he has no intentions of

“carrying the burden of the Congress”. “NSDC was virtually an extension of CII and FICCI. When I took charge, they were not used to being accountable or answerable. There was a lot on paper and very little on the ground,” he says. “Why I was very upset is that not one job was reported to us by any of the Sector Skills Councils, whose primary mandate is to spot jobs in the market. People (trainers) were presenting the list (of people who have apparently been skilled) and taking the money without any monitoring,” adds the minister.

The NSDC has now been placed under auditing by the CAG and—given the damning audit report—is set to undergo major restructuring with greater emphasis on delivery in rural areas and accountability. But as Ganesh Natarajan, vice chairman and CEO of Zensar Technologies, says, “They (the government) have to solve the funding conundrum.”

Chairman S. Ramadorai says the NSDC is precisely looking to address that: “We have signed up with around 10 foreign countries and about 245 partners are setting up 3,000-4,000 training centres. Funding is a critical component and alternate forms of funding are being explored to build an ecosystem.” While Chenoy did not respond to several attempts to seek his comments, Ramadorai said Chenoy left to explore other opportunities.

The skilling India initiative’s woes are a sharp contrast with others such as Aadhaar, which was launched around the same time, and the more recent Jan-Dhan Yojana, both of which have moved at a fast clip. India needs to skill a million people a week to meet its target of 402 million by 2022. It takes about Rs 30,000 to skill a person. Both numbers are daunting and crucial for a country where more than half the population is below 25 years of age.

Chenoy and Co might have had the luxury of time, but with its close connection with the success of Make in India and Digital India, Rudy clearly doesn’t. “I have to answer my Prime Minister. We have to move very fast. This was a setback,” he concedes.

Follow the writer on Twitter @shwetapunj



FORMER NSDC CEO
DILIP CHENOY

YASBANT NEGI

skilling India's young workforce

▶ NSDC's other functions include setting of standards and quality assurance, CSR and innovation in skill development.	▶ The NSDC claims to have trained 3.3 million Indians and co-opted 265 training partners, and set up over 3,000 training centres across 28 states.
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tions about the NSDC mess

Rules were ignored or bent to benefit some.	A public limited company was converted to a private limited company without cabinet approval.
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By Jyoti Malhotra

Only hours before Prime Minister Narendra Modi described Deendayal Upadhyaya as a “great thinker” at the United Nations Sustainable Development summit in New York on September 26, the centenary celebrations of the Jan Sangh icon had been launched at the Nehru Memorial Library in the heart of Delhi. In attendance were Modi’s key colleagues—Finance Minister Arun Jaitley, Home Minister Rajnath Singh and Lok Sabha Speaker Sumitra Mahajan.

Over the last year, since the BJP came to power, Upadhyaya’s name has been invoked again and again by none other than Modi himself. Right from the day he entered the Central Hall of Parliament on May 20, 2014, and announced “antyodaya, the service of the downtrodden, was Pandit Deendayal Upadhyaya’s mission...we have to strive to fulfil his dreams”, the Prime Minister has tried to make good upon his promise.

The most important public schemes launched by the Modi government have been in Upadhyaya’s name, led by Make in India, which was “laid at his feet” on September 25 last year. Since then, there has been the renamed Deendayal Antyodaya Yojana, a livelihood and skill development programme; the Deendayal Upadhyaya Gram Jyoti Yojana, a rural electrification scheme; the Deendayal Upadhyaya Grameen Kaushalya Yojana, a skill development scheme; and Deendayal Upadhyaya Paryatan Bhavan, the new offices of the Tourism ministry.

Lok Sabha TV has begun to broadcast a 13-part documentary while Doordarshan has promised to make a biopic of the man. The Information and Broadcasting Ministry’s Publications Division has promised to republish and popularise his works. Essay competitions, exhibitions in schools and colleges and chairs in Upadhyaya’s name in some central universities will soon be announced, says BJP Vice President

DEENDAYAL UPADHYAYA LED THE JAN SANGH TO 35 SEATS IN THE 1967 LOK SABHA POLLS, UP FROM 14 IN 1962

NEW PEDESTAL FOR A SAFFRON PIONEER

Shorn of many heroes, the Modi government and the BJP are trying to put Deendayal Upadhyaya in India’s pantheon of icons



Vinay Sahasrabuddhe. “The first agenda,” he says, “is to develop Deendayal Upadhyaya literacy nationwide.”

So who is Deendayal Upadhyaya? He was general secretary to Syama Prasad Mookerjee, the founder of the Jan Sangh, the political arm of the RSS and the BJP’s organisational predecessor, when it was launched in 1951. “If I had two Deendayals, I would change the political map of India,” Mookerjee had famously said.

That prophecy was to come true in the years after Mookerjee’s death in 1953, when Upadhyaya became the Jan Sangh president and set about organising the party from the grassroots. From 14 seats in 1962, the party won 35 in the 1967 General Election, when, in an effort to enhance its influence and develop a “national democratic alternative” to the Congress, the Jan Sangh backed Ram Manohar Lohia from Farrukhabad, Acharya Kripalani from Amroha and Minoo Masani of the Swatantra Party from Rajkot.

Upadhyaya’s rise and rise in the party was cut short with his sudden death in 1968, when his body was found on the railway tracks at Mughalsarai station—some in the BJP still believe he was assassinated—but not before he delivered four lectures on the integrating philosophy of Hinduism called ‘Integral Humanism’. The series of lectures, in a way, were an answer to the “deeply dehumanising machinism” of the Marxists and its great Indian ideologue, M.N. Roy, whose own thesis is known as ‘Radical Humanism’.

The Jan Sangh and its legatee, the BJP, were certainly moulded by him, even though party patriarch L.K. Advani, who considers Upadhyaya his political guru and who, along with Atal Bihari Vajpayee, made the BJP a force to reckon, was not invited to the celebrations at Nehru Memorial.

Upadhyaya’s ongoing canonisation, however, gives rise to two questions: Why isn’t the BJP/RSS celebrating its other role models, such as K.B. Hedgewar, Guru Golwalkar and Vir Savarkar in the same, big way?

And, is Upadhyaya the BJP’s Nehru?

“Without any disrespect to Nehru,” says Sahasrabuddhe, “the struggles and pains that Deendayalji had to face in making the Jan Sangh are far greater than what Nehru faced in making the Congress.” As Mahatma Gandhi’s protégé, Nehru “inherited the Congress party on a silver platter,” Sahasrabuddhe says, while Upadhyaya built the Jan Sangh brick by brick.

Sahasrabuddhe may deny any motive, but the fact that the party picked the pristine Nehru Memorial Library to launch Upadhyaya’s centenary, when the programme could have easily taken place at the Deendayal Research Institute, located near the RSS headquarters in the bustling older city, is significant. Having forced Nehru Memorial director Mahesh Rangarajan to put in his papers on September 16, the BJP was perhaps making the point that right wing ideologues had been left out of the national discourse for far too long, and must

“THE STRUGGLES THAT DEENDAYALJI HAD TO FACE IN MAKING THE JAN SANGH ARE FAR GREATER THAN WHAT NEHRU FACED IN MAKING THE CONGRESS.”

—VINAY SAHASRABUDDHE,
BJP VICE PRESIDENT

“RATHER THAN TAPPING INTO A MORE PROGRESSIVE PANTHEON, WITH LEADERS SUCH AS S.P. MOOKERJEE, THE BJP SEEMS TO BE RETREATING INTO A SOCIALLY CONSERVATIVE ERA.”

—PRATAP BHANU MEHTA,
POLITICAL ANALYST

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now take their rightful place in nation-building. And what better place to do this than at a space nationally synonymous with Nehru?

At the celebrations, Arun Jaitley in fact pointed out that Upadhyaya had succeeded in creating a “parallel thought” and established a “distinct organisation” despite Nehru’s tall stature.

Historians, however, point out that Upadhyaya’s ideological mainstay, the Integral Humanism lectures, are simple contributions to the mainstream laity but hardly profound or original in thought. The German Romantics had had the same idea, about integrating mind, body and soul, which the Russian Slavophiles pursued vigorously in the 19th century. Upadhyaya’s thoughts are important because he was speaking to his own, largely converted audience.

Political analyst Pratap Bhanu Mehta points out that the BJP never had much of a pantheon of its own and that Upadhyaya’s attempted elevation is part of that effort. “But rather than tapping into a somewhat more progressive pantheon, with leaders such as Syama Prasad Mookerjee or K.M. Munshi, the BJP seems to be retreating into a much more socially conservative era,” Mehta says.

As for why he is on the BJP’s list ahead of Savarkar, Golwalkar or Hedgewar, Sahasrabuddhe says, “There’s no question of differentiating between one source of inspiration from another—(in fact) we respect even our adversaries. Gururji Golwalkar was a spiritual thinker, while the political philosophy came from Deendayalji.” But a BJP source speaking on the condition of anonymity admits that “Golwalkar’s ideas have the potential to create controversy”.

Certainly, the obsequious deification of the Nehru-Gandhis by the Congress party over the decades has given rise to serious discomfort at large—even though Nehru himself never believed in it. But the BJP, it seems, is hoping to knock India’s best-known moderniser off his exalted pedestal by promoting its own hero, and through him its own ideology.

Follow the writer on Twitter @jomalhotra

DOUBLE TROUBLE

By Uday Mahurkar

Anandiben Patel has been credited with taking several decisive steps in her political career. As the state's education minister in 1998, she stopped corruption in the selection of primary school teachers in government institutions. A decade later, in 2009, she solved the land acquisition crisis facing the Narmada river project as chairperson of the ministerial panel looking into the issue. And now, just when her surprising indecisiveness on the demand for reservation by the Patel community was putting the future of the Gujarat BJP in jeopardy, the Chief Minister seemed to be regaining her earlier composure and with it the lost ground on the reservation turf.

On September 24, over two months after the agitation by the Patel community seeking inclusion in the Other Backward Classes (OBC) quota began, Anandiben announced an economic package in jobs and education for economically backward upper castes. The package is perhaps one of the first to promise help to the poor and bright among the upper castes who have to work around the 48 per cent caste reservation. State BJP chief R.C. Faldu, a Patel, was quick to admit that the package had "cheered up the spirits of the party workers against the false propaganda of the pro-reservationists". But the ambitious Hardik Patel, the 22-year-old leader of the Patidar caste and the principal agitator, dismissed the package as a "lollipop"—his Patidar Anamat Andolan Samiti (PAAS) held demonstrations with lollipops in their hands.

Giving further indication of his spiralling political ambition, Hardik launched a political party, the Akhil Bharatiya Patel Navnirman Sena (ABPNS), at the national level during a function in New Delhi on September 30. He also declared that he would



SHAILESH RAVAL

campaign in the ongoing Bihar elections, making it clear that he aimed at checkmating the BJP in Bihar by using the reservation issue to help the grand alliance of Chief Minister Nitish Kumar and Rashtriya Janata Dal chief Lalu Prasad Yadav.

Hardik's demand has spurred a cross-section of non-BJP political forces to take advantage. The Congress has demanded 15 to 20 per cent reservation for economically backward upper castes. The Congress General Secretary in charge of Gujarat, Gurudas Kamat, says: "There is a very strong ground for

giving reservations to the economically weaker sections among upper castes. We are going to raise this demand in Delhi too."

It remains to be seen whether this interplay will take a toll on Anandiben both within the BJP and outside. The Chief Minister now has to do a tight-rope walk—carry the powerful Patels, traditional BJP allies, with her, but also ensure the OBCs, whom Narendra Modi had brought into the BJP fold, don't leave the saffron camp in the light of the Congress's deft moves. How she handles ticket distribution in any

Gujarat CM Anandiben Patel has to preserve both the Patel and the OBC vote banks as she bids to recover lost ground



GUJARAT CHIEF MINISTER
ANANDIBEN PATEL

future election will prove to be key.

The package for economically backward upper castes, crafted by Anandiben with the help of senior ministers and negotiators Nitinbhai Patel and Saurabhbhai Patel, includes attractive benefits for the non-reserved categories based on economic criteria. It relaxes the age limit for applying for government jobs by five years, reduces education and hostel fees, makes books available at cheaper rates, and offers higher education loans to economically

backward students from upper castes. "Those seeking reservation have no reason to agitate any longer. The people who are still agitating are symbols of negativism and are hurting the state's progress," says Anandiben.

The Congress throwing its hat into the reservation ring at this key juncture has significant political portents. The party is aware that the Hardik Patel-Anandiben Patel fight presents an opportunity to attract the Kshatriyas, who oppose the inclusion of Patels in the OBC category. The Congress incidentally commanded a sizeable chunk of the OBC Kshatriya vote share in the 2012 state assembly polls. Alpesh Thakore, president of the Thakore Kshatriya Sena and convenor of the OBC Ekta Manch, has announced a new strategy to oppose Patel reservation by forming a social media squad of OBC Kshatriyas, who constitute 27 per cent of the state's electorate as against less than 15 per cent Patels. The BJP is now stuck in the middle—not willing to be seen taking one side or the other—while the Congress is silently planning a double whammy by robbing the ruling party of

both upper caste and OBC votes. On her part Anandiben is leveraging her tough stance against Hardik, a Patel, to keep the Kshatriyas in the BJP camp.

Much of the present escalation, however, is because of the mishandling of the police on the night of August 25, when the Patel rally ended in Ahmedabad with a merciless and mindless *lathi*-charge on agitators and the media. At least nine people were killed in the violence that followed in the state, and the army had to be called in to restore normalcy. The police action only fuelled the Patel fire. Hardik's standard message at any Patel

meet since then has been, "The sacrifice of Patel lives will not be allowed to go waste." The August 25 debacle, in which many Anandiben supporters smell a conspiracy to derail her government by instigating the police, is rooted in her loose grip over the home department. Experts say that the state police today is in its weakest shape in years, with several prominent officers languishing on the sidelines.

But Hardik's aggression and his apparent political ambitions signified by irresponsible statements such as "next time when policemen attack you,

kill them" are proving to be blessing in disguise for Anandiben. A section of the Patel leadership thinks that cutting ties with the BJP may harm their long-term interests. "Patels can never expect the kind of electoral representation they have right now under the BJP from any other party. Nor do they have the numerical strength to go it alone in the electoral arena," warns a Patel reservation leader, adding, "What is being seen as arm-twisting by Patels might be a road map to their political slide in future. Both the BJP and Patels need each other." Over one-

third of the BJP's MLAs and ministers are Patels, which, in terms of direct representation, is almost twice the percentage of their population.

Political analysts, including Vidyut Thakar, believe that the business interests of Patels are too intertwined with the BJP for its community leadership to make a permanent break with the BJP. "There are chances that things will cool down if the demand for action against errant police officers who crossed the line on August 25 is partially met," he says. As things stand, Anandiben will hope he is right.

Follow the writer on Twitter @UdayMahurkar



**WHILE THE CONGRESS
HOPES TO BENEFIT
FROM THE PATEL
RESERVATION STIR BY
WOING KSHATRIYAS,
CHIEF MINISTER
ANANDIBEN PATEL IS
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THEM IN THE BJP CAMP.**



PUNJAB CHIEF MINISTER PARKASH SINGH BADAL ADDRESSES DELEGATES AT THE PROGRESSIVE PUNJAB SUMMIT IN 2013, IN MOHALI

READY FOR BUSINESS

Even as dozens of units remain shut, Punjab goes the whole hog to woo industry

By Asit Jolly

The recognition could not have come at a more appropriate time. In early September, ahead of Invest Punjab-2015—the second edition of the investment summit scheduled for October 28-29—where Deputy Chief Minister Sukhbir Singh Badal plans to showcase the state as India's premier investment destination, Punjab topped the World Bank rating of Indian states on the “ease of setting up a new business”.

This is perhaps some early indication of the changing climes in a state where existing industry has struggled to survive for more than a decade. The Centre's decision in 1995 to withdraw the then prevailing Freight Equalisation Scheme, which compensated manufacturers in Punjab for the cost of transporting raw materials from

source areas and ports, had proved to be a crippling blow for the state's thriving ferrous metals industry. Scores of steel units and thousands of related industries such as bicycle manufacturing, yarn and hosiery units that earned Ludhiana the sobriquet ‘Manchester of India’, shut down. Punjab's once-legendary entrepreneurial prowess was dealt another blow in 2003, when the then NDA government excluded it from incentives under a 10-year tax holiday extended to new industrial units in Himachal Pradesh, Uttarakhand, and Jammu and Kashmir.

Former factory owners, particularly those who ran small and medium units, say that any competitive edge they retained in being able to deliver better quality products was completely compromised as a consequence of higher power tariffs and rates of VAT imposed by successive state governments. That

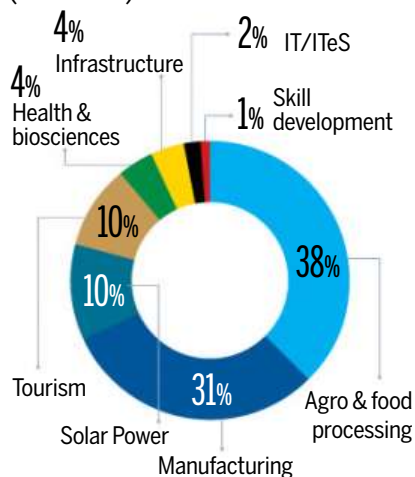
for years Punjab continued to struggle with power shortages and the lack of a coherent, realistic industrial policy did not help matters. Disclosures last year, based on the 2007-08 All-India Census of Micro, Small and Medium Enterprises, confirmed that 18,770 industrial units had shut shop or migrated to other states.

But there may finally be hope for investors. The debilitating tax holiday in neighbouring states is now in its sunset phase. Albeit at the fag end of a second five-year term, Badal proclaims he is now “ready to do business”. When the party came to power in 2007, “we really had little to offer”, he adds.

From a situation where power outages in summer were routine, largely due to inadequate generation and an unusually lop-sided load profile—3,500 MW in winter and 10,500 MW in peak summer—Punjab today

SECTOR-WISE INVESTMENTS

(2013-2015)



COMPANIES SEEKING TO INVEST IN PUNJAB

The following companies have committed to participate in Invest Punjab 2015

- | | |
|---------------------|-----------------------------------|
| • RPG Group | Group-Ultratech |
| • Reliance | • Tata |
| • Adani Group | • Hinduja Group |
| • GVK | |
| • Hero Group | BUSINESS DELEGATIONS FROM: |
| • Fortis Healthcare | • Poland |
| • Sun Pharma | • South Korea |
| • ICICI Bank | • China |
| • Trident Group | • United Kingdom |
| • Vardhman Group | • The Netherlands |
| • Nahar Group | • Canada |
| • Aditya Birla | |

WHAT THE STATE GOVERNMENT IS OFFERING INVESTORS

- Assured power supply at cheapest rates in the country
- 50 to 90 per cent exemption on VAT for a specified period
- Stamp duty exemption on purchase of land
- Property tax exemption in urban areas
- Industrial sites with all regulatory clearances in place

has a total installed capacity of 11,666 MW. This means a surplus of more than 5,000 MW for eight months a year. In fact, “assured power supply anywhere in Punjab” was at the top of a slew of inducements Badal had unveiled for new investors.

The Progressive Punjab Summit, held in Mohali in December 2013, had attracted several big-ticket investors, and 128 MoUs worth Rs 66,936 crore were inked with Reliance, Infosys, Airtel, DLF, Omaxe, ITC and Cargill India, among others. Only days after the summit, Airtel’s Sunil Bharti Mittal, speaking at Davos, cited Punjab as a future investment destination. Twenty months on, Badal is getting ready with his second investor meet: “My summit is not a photo-opportunity with corporate honchos. I mean business.”

Punjab has cracked the code in setting up new businesses, says Anirudh Tewari, 48, the IAS officer who has headed the Invest Punjab office since it was opened in 2014. “Every possible clearance—from pollution control, labour, building plans, forests, change of land-use to boilers and the factories Act—can be got here now,” he says. In

a move without precedent across India, two years ago, Badal vested Tewari with powers to grant clearances pertaining to 23 different departments.

It has paid off. Tewari claims that the average time to get regulatory clearances to start construction is now 38 working days. Of 228 investment proposals received during and since the 2013 summit, he says 177 were accepted in-principle. Eleven projects are set to go into commercial production, 55 are at different stages of construction, and 109 are ready to commence construction.

The ease and speed, Tewari says, has prompted several states as well as the Department of Industrial Policy and Promotion to take note of what is now commonly referred to as the “West Punjab Model”. Food-processing and animal feed multinational Cargill, among the earliest to invest in Punjab, expects to go into commercial production at a Rs 85 crore dairy feed unit in Bathinda by early 2016. Achyuth Iyengar, who heads the company’s operations in Punjab, says he was “very pleasantly surprised at just how proactive the state has been”.

For long perceived as predominantly agrarian, Punjab’s growing industrial workforce, significantly comprising migrant workers from Uttar Pradesh and Bihar, has emerged as a big plus for prospective investors. Despite what Tewari refers to as a “down period” in global investor sentiment, Punjab has had a steady flow of new investments. These include a Rs 900-crore food park by ITC in Kapurthala, a BSA Cycles plant by TI Cycles in Rajpura, a Rs 220-crore expansion project by the Hoshiarpur-based Sonalika Tractors, a Rs 540-crore cement factory by Ultratech of the Aditya Birla Group in Rajpura, and Kansai-Nerolac’s new paints factory, cleared for construction in Goindwal in a record 20 days.

Punjab has been particularly successful in formulating a mutually beneficial land-leasing policy to bring in a flood of investors in the solar power sector. By March 2016 the new units, many located along the border, will begin turning in 500 MW and going by new proposals, this is expected to ramp up to 1,500 MW by March 2017.

Badal is now promising to offer the “cheapest rates of industrial power”. The state also offers to extend a 7 to 13-year exemption on VAT, 50 per cent to 100 per cent exemption on power duty, stamp duty exemption on land, and property tax exemption in urban areas. “We want to benchmark Punjab several notches above other states,” says Badal. Towards that objective, the deputy chief minister is promising unmatched connectivity with new expressways, the new Chandigarh International Airport, and a state-wide 4G-enabled telecom network by Mukesh Ambani’s Reliance Jio and Airtel. “By December 28, every village will be 4G connected,” he assures.

Tewari says the state government is already in consultation with Ludhiana’s ailing cycle industry, garments units and foundry owners “to evolve a positive ecosystem”. Punjab may have cracked the ‘code’ on setting up a new business, but needs to reinvent itself on ways to support investors through the life cycle of their projects.

Follow the writer on Twitter @Asitjolly

PROFILE **LU WEI**

TECH TSAR WALKS THE THIN RED LINE

Lu Wei moves ahead with his plans to make China a tech superpower, even as he keeps a close eye on the 700 million internet users who might challenge the government

LU WEI, HEAD OF CHINA'S STATE
INTERNET INFORMATION OFFICE



By Ananth Krishnan in Beijing

When Chinese President Xi Jinping launched his first state visit to the US on September 23 with a high-profile technology event in Seattle, accompanying him were a dozen of China's most influential CEOs, representing companies with a combined worth of \$1 trillion. By his side were Jack Ma, the head of e-commerce giant Alibaba; Zhang Yaquin, president of

Baidu, known as "China's Google" and other CEOs of major tech firms. Yet, at the centre of attention—and the man calling the shots—was neither Ma nor Zhang, but a diminutive bureaucrat who is little-known outside of China but wields increasing power back home.

The Seattle event was the brainchild of Lu Wei, a former Communist Party propaganda official and Beijing vice mayor, who was, around a year ago, appointed by Xi as the country's first "internet tsar". His official government title is head of the State Internet Information Office, but he derives his authority from his party post as director of the Central Leading Group for Internet Security and Informatization, which is chaired by Xi himself.

The body is tasked with two ambitious—and some would suggest contradictory—goals: making China a global tech power, but ensuring the Communist Party's control over an increasingly contested domain. Xi landed in the US at a time of growing strains in the relationship between the two nations. Much of the tensions are sourced in US concern at alleged cyber espionage from China, accusations Beijing denies. The aim of the Seattle event was to showcase another side of Chinese tech power—the Alibabas, Baidus and Xiaomis. It was at Lu's request that the top CEOs signed up for the event (from most accounts, it appears this was a request they could not refuse).

"As China aspires to become a global cyberpower, Lu Wei could hold the keys to its future," wrote Jon Huntsman, former US ambassador to China, in an essay about Lu when he was selected in *TIME* magazine's list of 100 most influential people in the world this year. "In a system short on transparency," Huntsman added, "China's new cyberspace administration boss is uncharacteristically outspoken. Lu's choices will either provide greater access to online

freedom or further suppress the natural curiosity that thrives beneath the surface in China. Whatever he does, the gregarious former propaganda chief is certain to affect the lives of billions."

The Chinese internet today appears to be a site of increasing contradictions. More than 700 million people in China use the internet, with 30 billion posts every day on blogs and social media. Yet on the other side of the equation is the world's most expansive and sophisticated system of censorship and control. China has, since 2009, blocked Twitter, Facebook and YouTube, and restricted access to hundreds of foreign websites, from Google to the *New York Times*. Two decades ago, former US President Bill Clinton famously declared that China could no longer stifle speech in the internet era—the equivalent, he said, of "nailing Jell-O to the wall". So far, Beijing's censors have proved sur-

prisingly nimble, putting in place systems that allow bloggers to vent their anger on a range of topics while screening out those that the party leadership sees as sensitive.

Can innovation co-exist with controls? "When we talk about freedom we also need to talk about rules," says Lu, who granted *INDIA TODAY* a

rare audience at the State Internet Information Office. "There will be no freedom without any rules. When you talk about freedom, it doesn't mean that people can act to freely violate laws. For example, we need to crack down on attempts to spread terrorism online."

Lu rattles off a list of numbers to make his case that the current system of controls hasn't stifled growth. Of the top 10 biggest internet companies in the world, China has four. There are 4 million websites in China, 500 million using Twitter-equivalent Sina Weibo, 600 million using WeChat, and 90 million using 4G. "There is no doubt this is an industry full of vigour. Every day

CHINA HAS THE
MOST ADVANCED
CENSORSHIP
SYSTEM IN
PLACE FOR ITS
700 MILLION
INTERNET USERS.



there are new start-ups for internet services. Today, sales of Apple products in China tops the world. That's why global magnates are interested in the China market."

And that is why the US laid out a red carpet for Xi, despite concerns about cyber espionage and silencing of dissidents. Yet it is also true that a closed China will not succeed in its efforts to build an innovation economy. Lu acknowledges that "tech innovation will be the life-line of Chinese enterprises", and this will require close collaboration with countries that today are accusing China of keeping out foreign tech firms and carrying out hacking attacks.

Beijing's technology hub, in the city's northwest, is a sprawling district called Zhongguancun, home to tech firms and electronics markets that sell both Chinese brands and knock-off iPhones. Every day, aspiring Lei Juns and Jack Mas meet at the Garage Cafe, a free workplace for entrepreneurs to share ideas and network. Lu likes to think of the Garage Cafe as a microcosm of a new China. He cites the example of Xiaomi, recalling that founder Lei Jun came to meet him five years ago, when he was Beijing vice mayor, with a simple handset in hand. "Five years later they are topping the world in sales," says Lu.

In the morning of August 13, China woke up to the news of a horrific explosion the previous night that ripped through the port area of the city of Tianjin. A series of blasts from a warehouse—owned by the politically connected Ruihai International Logistics that was storing explosives without permits—killed 170 people. When people turned on their mobile phones for news of the blasts, first-hand reports on Weibo and photos posted by onlookers were crucial sources of information. But within hours, photos were disappearing by the dozen. By evening, most of the information available anywhere was from the official Xinhua news agency.

INSIDE THE GREAT FIREWALL OF CHINA



Booming cyberspace....

- China had **668 million** internet users as of June, with the number expected to cross 700 million this year—almost double of India's **354 million**
- Mobile internet users in China reached **594 million** in June 2015, compared with **213 million** in India
- Chinese cyberspace is among the world's most vast: **4 million** websites and **30 billion** daily posts



...but expanding clampdown

- Vast censorship apparatus removes sensitive posts on Chinese websites and blocks foreign websites
- Twitter, Facebook, YouTube blocked in China since 2009 following Xinjiang riots
- All Google services blocked in China since 2010
- Foreign news websites including *The New York Times*, *Bloomberg*, *The Wall Street Journal* blocked since 2012

(Source: China Internet Network Information Center; China Internet Watch; Internet & Mobile Association of India)

HOW LU WEI HOLDS THE REINS OF CHINA'S CYBER WORLD

- Lu is the director of the Central Leading Group for Internet Security and Informatization, chaired by Xi Jinping
- Lu also heads the Cyberspace Administration of China (CAC), which executes the Communist Party's cyber plans
- Since the CAC's launch in 2014, Lu has raised its profile, fostering ties with tech firms worth several trillion dollars
- He is attempting to build an innovation economy while ensuring the government's control over cyberspace

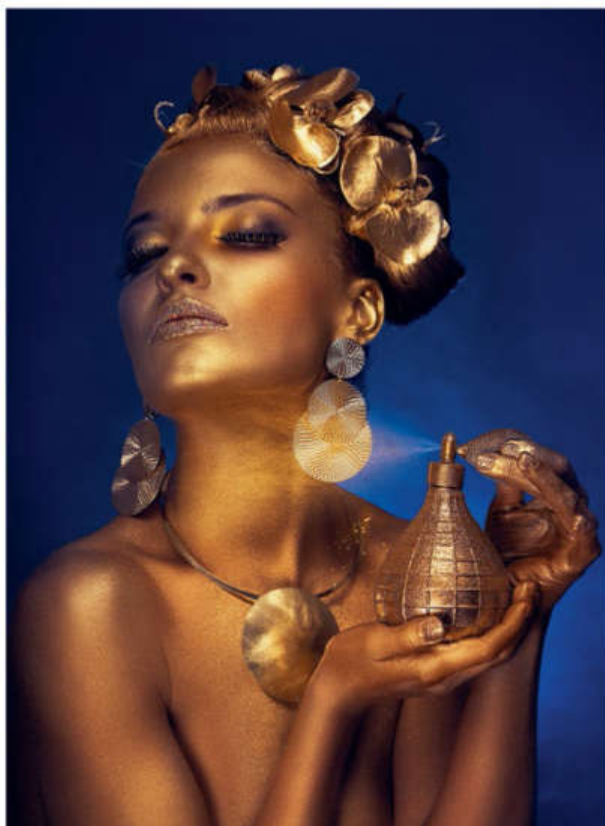
The Communist Party's blueprint under Lu is clear: even as it pushes a new internet economy, it will not budge on some clear red lines. Xi, Lu likes to say, "is not only the president of real China but also the president of Virtual China's 700 million netizens". Today, the Communist Party under Xi is attempting what most foreign observers say is an impossible challenge: building an innovation economy under an authoritarian government. Lu is convinced that the rise of the next generation of entrepreneurs has already turned on its head the conventional wisdom that authoritarian economies cannot produce innovators.

Lu is planning a visit to India, including Bengaluru, later this year. He has never visited the country—which he sees as a software powerhouse that is an Asian benchmark for China. So far, Indian IT companies have had mixed success in China. IT firms such as Tata Consultancy Services have made headway in securing major contracts with banks, but other companies echo Western complaints that in the state-run sector, barriers to entry are too high for foreign firms. Lu acknowledges the need for greater engagement. He says he will bring with him to India, as a guide, his friend Jack Ma of Alibaba, of late a frequent visitor, who has acquired a stake in Paytm and is eyeing several other Indian start-ups.

Lu believes he still has unfinished business in India. He had planned to visit in 2008, when he was due to travel to Mumbai on November 27 that year. Just as he was about to board his flight the previous evening, he received a call from the Chinese embassy in New Delhi, telling him there had been a terror attack. "I had a room booked in the Taj (Mahal Palace & Tower) hotel. I actually travelled one day later than the original plan, according to which I should have been staying in the hotel when the attack happened." That is one close shave Beijing would be thankful for.

Follow the writer on Twitter @ananthkrishnan

LUXURY'S NEXT FRONTIER



GETTY IMAGES

A crystal flute is filled with bubbly that flows from a bottle that is worth tens of thousands; in another time zone, a well-heeled couple step off their private jet, bury their feet in vanilla sand and deliberately choose to go off the grid for a few days; at a top brand's store in Paris' Champs Elysees, there is a long waitlist for the elusive Birkin. Each of these products and experiences has an underlying note of luxury, yet no two people would embrace or discount them in the same way. India's consumerist society may be easily snared by the trappings of opulence but even today, the idea of luxury remains intangible, bordering on obscure.

According to an Assocham-KPMG study, the Indian luxury market grew at 30 per cent in 2013 and is likely to grow by another 20 per cent to reach \$14 billion by 2016. This is in part because of the rising number of high net worth individuals, especially those who are young, well-travelled and are always looking to up the bragging game with an experience that is one step ahead of the pack.

The way people are consuming luxury is changing but for every person who moves up the consumption chain,

there are others waiting to take that space. So while there are those who today turn their noses up at the monogrammed products that some of the biggest brands still favour, there are others desperate to own a piece that's overtly branded and smells expensive. We are driven by the same lust for possession that defined the luxury market in China a decade ago.

From brands such as Burberry using technology to connect with clients, to those looking to create value in terms of intelligent luxury that is sustainable, the space is changing like never before. We also find top brands such as Gucci and Tod's donning the philanthropic hat as they want to be seen as engaging, even giving back to society. Linked to the idea of the growth in use of technology by luxury brands is the fear of overexposure. This has led to a battle to offer private, discreet services, albeit online, and is likely to become the next big battle in the luxury frontier. Mind over matter, bare canvas over bling, discretion over conspicuous consumption, the future of luxury is being shaped by these trends.

—Prachi Bhuchar and Chumki Bharadwaj

EXPERIENTIAL LUXURY OVER CONSPICUOUS CONSUMPTION

From bespoke vacations to a place in the VIP box at Wimbledon, consumers are choosing to splurge on memories over handbags



SANJAY KAPOOR
Managing director,
Genesis Luxury

Luxury is one of the most loosely used words in day-to-day parlance and anything that has a remotely premium connotation is coined luxury. The overuse is to such proportions that it leaves one confused about what constitutes luxury in the first place. Of course, one man's luxury may be another's necessity, so a single definition is impossible, but everyone will agree that luxury constitutes something that is not easily attainable—it needs a high degree of exclusivity.

In India, luxury is not a new phenomenon. The erstwhile maharajas were some of the largest consumers of global luxury brands that have made a home for themselves in India. More recently, iconic brands are seeing a new luxury consumer who has gone from being a logo junkie to a more mature, quality, heritage-conscious one who knows the intricacies of why a certain brand qualifies as luxury and why he/she needs it. According to the Lux Report by the Boston Consulting Group and research firm Ipsos in 2012, people are spending far more on luxurious intangibles such as safaris and vacations as consumers choose to splurge on memories over handbags or watches. The world's younger, affluent consumers are those most likely to choose kite-surfing over Cartier, as people born after 1980 are more likely to define themselves by what they've done rather than what they have acquired. Even in brand-obsessed China, where per-

**BUBBLE SUITE ZEN
BY NIGHT AT THE
ATTRAP'REVES IN FRANCE**



sonal luxury goods serve as a strong badge of status and success, experiential luxury dominates, says the report.

Subtlety is the new logo

So why are we seeing a more discreet tone in the world of luxury, and what does it mean for brands as consumers parry with newer status symbols?

The Indian luxury market is fairly new as compared to globally evolved markets, and tastes and preferences of consumers see changes every so often. When international luxury brands first entered India, badge value of brands took precedence. Everyone wanted to be seen carrying logo-encrusted products that loudly announced a person's social status. Over the years though, subtlety became more

TOUCH OF CLASS

'Made to measure' and 'made to order' services on clothes, handbags and shoes define the new tagline for exclusive luxury.

The waiting-line approach is an experience that defines luxury to many now.

pronounced and after the initial euphoria of the monograms wore off, we saw non-logo bearing brands gain consumer mind space. Brands such as Bottega Veneta, Tom Ford and Versace began to compete with first movers like Louis Vuitton or Gucci. We also began to see more attention to quality and craftsmanship.

Bespoke is the new discreet

Discreet luxury is the new trend globally and we Indians are quick to embrace what our global counterparts are doing. Today's evolved groups of consumers seek experiences rather than products and it is all about the power of bespoke. In keeping with this trend, brands are offering experiences to match. From being able to custom-pick your own one-of-a-kind scarf to 'made to measure' and 'made to order' services on clothes, handbags and shoes, the sky is clearly the limit. Branded residences with bespoke elements are also big in the real estate space.

Cult of exclusivity

Exclusivity is an intrinsic quality of luxury and that is finally finding its mark over conspicuous consumption. When it comes to luxury, less is always more. This concept defines how luxury is presented and how it needs to be appreciated, and dictates consumption patterns of the next stage of luxury. Ever wondered why women the world over lust over a Birkin or men are ready to wait for weeks before getting a made-to-measure suit from Canali delivered to them? The waiting-line approach is an experience that defines luxury to them.

Talking of experiences, we see more and more wealthy Indians pay for luxury experiences that go beyond indulging in brands. Luxury tourism is a rapidly evolving segment. Experiential and bespoke tours are offered to those who crave the next level of luxury experiences. These range from destination weddings to luxury expeditions to sand dunes or luxurious jungle safaris or even the ability to secure a place in the VIP box at Wimbledon or a Paddock view at F1. These experiences give them 'bragging rights' with their peer group. It could even be as simple as an invitation to the opening night of a famous celebrity's boutique as you would have to be an A-lister to attend. Nowadays you can even engage luxury concierge services to cater to every whim on a daily basis.





ABHAY GUPTA
Founder, CEO,
Luxury Connect &
Luxury Connect
Business School

OPULENCE GOES DIGITAL

Digital innovation and the emphasis on consumers have led to merging of fashion, technology and luxury to provide a seamless experience

Luxury as a segment has been a reluctant acceptor of the digital medium in general. Its touch-me-not and dominant, almost dictatorial attitude, which borders on 'you-accept-what-we-design', has always been wary of being seen as for the 'masses'. Many iconic brands have feared the vulnerability, openness, high visibility and easy accessibility that the digital world is all about. But things have started changing over the last two or three years, and we are now witnessing a trend wherein top luxury brands are engaging with consumers online like never before.

Brands go hi-tech

Modern shoppers worldwide view the world in a way that retailers do not completely identify with yet. This is now inspiring luxury brands to engage customers through richer digital interaction and storytelling. Burberry has been a first mover in using digital technology to increase brand awareness. They have been the first to stream their shows in 3D

and have also made outfits and accessories featured in fashion shows available to order online during or immediately after the show. This is futuristic. More recently, Burberry created an innovative and technologically advanced space on Regent Street, London, where the digital and physical worlds merge for shoppers, presenting a unique experience. Here, the store employs a technology called radio-frequency ID which engages customers to try clothes in front of a mirror that doubles as a visual display. Sales executives use iPads to virtually personalise the trench coats for customers and to immediately order out-of-stock inventory.

Similarly, merging social media with the physical store, German fashion designer Karl Lagerfeld has also equipped his concept stores in London and Amsterdam with 'selfie-ready' iPads in fitting rooms. Users can apply 'Karl-inspired' photo filters before sharing the post via Facebook, Instagram, Twitter and other social media platforms.

Digital platforms like 'Mercedes-Me' wouldn't have been possible a few years ago. As a seamless integration between the vehicle and the company, it gives people a chance to have automated appointments, personal financing, co-create innovative ideas and have access to maintenance data. For example, it tracks the usage and wear of brake pads and lets the



MERCEDES ME IS A DIGITAL PLATFORM THAT ALLOWS CONSUMERS TO COMMUNICATE WITH THE BRAND



firm know before the customer does that the car needs servicing.

Sites that hardsell luxury

According to new research, two-thirds of India's web users access social media daily and spend more time on it than on emails. This, coupled with India's soaring love for luxury goods, rise in high net worth individuals and the influence of globalisation, is leading to exponential boost in online luxury platforms.

Also, according to an ACNielsen report, almost 67 per cent of Indians in metros and Tier 1 cities check online reviews before making final purchase decisions. Key portals in the Indian luxury market catering exclusively to high-end brands such as Darveys, Genesis Luxury, Elitify, Stylebop, Exclusively and others, offer a unique platform to choose from wide collections of such brands and offer delivery at your doorstep. With luxury shopping comprising a sizeable market size in India, especially during the wedding season, Darveys has come up with the concept of wedding trousseau where a service of purchasing and packaging of luxurious gifts and wedding basics is offered to the to-be brides and grooms.

Why brands must innovate

Digital innovation and the emphasis on the customer have raised standards across

BURBERRY IS A FIRST MOVER IN THE DIGITAL RACE WITH ITS KEEN USE OF TECHNOLOGY



TIME TRAVEL

Top iconic luxury brands are engaging with consumers online like never before.

Shoppers can take selfies in designer Karl Lagerfeld's store's fitting rooms and share images on social media.



the market. This is leading to a substantial change in velocity of customer preferences and product lifecycle. More than ever, brands need to differentiate their value proposition while developing the required managerial skills in order to simplify their organisation systems while the digital space is providing a seamless experience. When it comes to luxury, human touch is as important since luxury is also about emotion and intelligence.

The millennial mindset is the most prone to seeking validation from peer groups and is highly responsive to digital marketing drives. From posting selfies to participating in the story of the brand, it is the next communication platform. Sharing inside glimpses will entice future consumers while promoting allegiance among existing consumers.

In short, the divide between luxury and the digital space is all set to blur. From digital dilemma to digital dominance, change is on its way. Issues such as malware, privacy, personalised service, attention to individual customised needs, safe and secure transactions—all of which acted as digital roadblocks—are being addressed systematically. The merging of fashion, technology and luxury has begun to take place with the launch of an Apple watch with Hermes leather strap and driverless Mercedes Benz cars.

Fusion is the new digi-luxe mantra.

LUXURY RESORTS ARE
SPRINGING UP IN REMOTE,
DIFFICULT-TO-REACH PLACES



MIND OVER MATTER

There's a growing breed of consumers for whom luxury is about reconnecting with oneself and the natural environment

We question what is truly luxurious in a world where the trappings of wealth are available on every high street. Luxury and opulence is not necessarily the same thing. The definition of luxury is something that is a rarity, and in today's society magnums of vintage champagne and gourmet

preparations are not luxuries, they are de rigueur for some.

What is rare in the world of glass towers, cocktail parties and canapés served in first class cabins is peace, time and space. For the executive who travels 200 days a year, luxury is about sand between the toes and dinner under the canopy of a billion stars where the only air conditioning



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comes from the breeze lifting off the ocean. Luxury is about reconnecting with oneself and the natural environment and the concept of intelligent, and is gaining prominence the world over. It is being seen as one of the biggest trends in the segment.

Travel with a conscience

We now have a growing breed of consumers who want to enjoy luxurious experiences but have a conscience, and want luxury and the environment to co-exist. These consumers are well-educated and are really looking for meaning, value and connection in what they purchase (if you look at brands) or consume. Their interest is in sustainability, quality, heritage and in provenance and hence seek experiences that echo these beliefs. This is the crux of intelligent luxury which is all about creating innovative, enriching experiences that focus on SLOW LIFE (sustainable, local, organic, wellness, learning, inspiring and fun experiences).

Luxury resorts are springing up in remote, difficult-to-reach places with a close connection to the surrounding nature. Some even ask visitors to leave their phones at the check-in desk or have restricted wi-fi. Meanwhile, we're seeing a real celebration of mindfulness, deep thought and spiritual well-being, both within businesses, new architecture projects and adult education, as people yearn for the sublime and intangible.

NEW-AGE CONSUMERS WANT LUXURY AND THE ENVIRONMENT TO CO-EXIST



GO GREEN WITH STYLE

Shangri-La's Rasa Sayang Resort and Spa, in Penang, launched its glass bottle manufacturing plant in 2012, replacing plastic mineral water bottles.

Costa Rica's Tabacón Grand Spa Thermal Resort is a carbon neutral resort and spa and two underground reservoirs and natural mineral springs provide 100 per cent of the hotel's water.



For the travel and tourism sector, following non-sustainable business practices and over-exploitation of natural capital represents a linear path that will be to the detriment of the industry in the longer term. At the same time, an opportunity exists for concerted and combined action to create circular business practices that reduce demands on natural capital and underpin the long-term sustainability of the industry.

Making hotels sustainable

Hotels serve the richest 20-30 per cent of the world's population, and in doing so consume far too much natural resources, therefore negatively impacting the rest of society. There can be no doubt that the hotel industry consumes far more than its fair share of resources and needs to start operating in a sustainable way.

All companies, hotel businesses included, must have a purpose beyond profit. We can find opportunities to make small positive changes that do not affect either our profitability or our guests' perception of our products, yet which can generate considerable good for both the environment and society. In fact, they can often enhance our guests' experience. By taking bold steps we can fundamentally redress the balance between business and society, and shift back to the original purpose of the corporation as a service to society—all by focusing on intelligent luxury.



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ANA ANDJELIC
Global Strategy
Director,
Havas LuxHub

FROM STALKER TO BUTLER IMPORTANCE OF BEING PRIVATE

An increasing number of people are willing to pay a price for services that provide luxury with the promise of privacy

The secret to the luxury dollar today is what consumers do, not what they own. According to a 2014 Boston Consulting Group report, \$460 billion was spent on unique travel adventures, compared to \$170 billion spent on personal luxury goods. This shift in luxury spending forces brands to reconsider their own articulation of value. They are increasingly challenged to focus on services, and less on products. As they reorient their business, luxury brands face the dilemma: how to offer the white-glove, data-based, impeccable offering without being creepy?

Using data for personalisation

Seamlessness, convenience, speed and efficiency are hallmarks of today's luxury service. The modern luxury consumer, used to the level of service provided by startups such as Uber, Farfetch or Net-a-Porter, expects the same from his or her legacy brands. But frictionless experiences come at a price. They require customers to share their personal data, and a lot of it. Luxury brands that manage to collect and capitalise on this wealth of data like butlers, and not stalkers, will emerge winners.

Currently, customers are willing to share their data in exchange for good service. "Everyone will expect to be tracked and monitored," observes Google chief economist Hal Varian. "The advantages, in terms of convenience, safety and services, will be so great."

First movers in the segment

Some of the advantages are undeniable. Ringly, a fashion technology start-up that creates 'smart' jewellery and accessories, promises its customers effortless connection to the things that matter most. Via discreet alerts, Ringly accessories keep their wearers informed on everything—from whether they missed a call to their current calorie count. Ringly is built around the premise that technology is most useful when it is invisible. Net-a-Porter, Rent-the-Runway and Uber share similar belief. The 'Press the button, and we do the rest' mantra penetrates most of today's fastest-growing luxury start-ups, from mobile luxury shopping application Spring to short-term luxury apartment rental One Fine Stay. With a swipe on our smartphone, we can purchase the latest coveted bag or plan a weekend in Paris.

These start-ups build their entire

businesses around customer information. They invest heavily in data mining and analytics, which allows them to target and service their customers better. According to a customer survey by Yoox, a global internet retailing partner for leading fashion and luxury brands, Germans are the biggest returners of merchandise and that bulk of online shopping takes place on Monday mornings, with customers battling their beginning of the week slump by treating themselves to something pricey. Spring has mastered predictive modelling. Farfetch, a global fashion marketplace, discovered that 40 per cent of their customers are men and managed to pivot their business accordingly.

Making consumers feel safe

The most innovative business models and the fastest-growing luxury players today revolve around customer data.

The question is whether the butler-like behaviour of modern luxury companies can be their sustainable competitive advantage. Once consumers realise that they are the true owners of luxury, business models and value propositions of luxury brands will have to evolve together with it. Apple, a brand increasingly identified with modern luxury, is already a step ahead in this evolution. The company is quick to point out that it doesn't "monetise" the information stored on its customers' iPhones and iCloud. For Apple, privacy protection is the future of technology.

Paying extra for privacy

Others agree. Pew's report on the future of internet privacy cites experts who predict that an increasing number of people will pay for services that provide privacy. This pay model will in turn create a new economic divide, between private rich and private poor. The implications for the global luxury industry are deep. Competition does not revolve around just luxury items anymore. The new value units are service and experience. Luxury brands of the future are those that manage to become purveyors of self-expression and lifestyle.

We should look for the future of luxury in its past. The world of old luxury involved an actual person delivering a white-glove, impeccable service. Modern luxury experiences should take a cue from it and make the "last mile" as human as possible. The ultimate luxury of both the past and the future is interpersonal interaction and all the professional secrecy.



SAFE, NOT SORRY

Ringly accessories keep their wearers connected using 'invisible technology'.

One Fine Stay, a luxury version of AirBnB, is understated and offers white-glove treatment for users without being creepy.





JONATHAN FORD
Founding partner and
CCO, Pearlfisher

DO GOOD FEEL GOOD

Today's perception of luxury is no longer based on price, heritage or reputation but a more intrinsic sense of worth, mindful behaviour, and a meaningful proposition

**HOLLYWOOD ACTOR SALMA
HAYEK IN SYRIA FOR GUCCI
'CHIMES FOR CHANGE' PROJECT
FOR EMPOWERMENT OF GIRLS**

We are living in a new age of consumerism driven by inventiveness, creativity, discovery and giving back. This shift in motivation is particularly interesting when it comes to the luxury market—changing the very idea of what luxury means, looks like and how we want to experience it. This means that today's perception of luxury is no longer based on price, heritage or reputation but

a more intrinsic sense of worth, mindful behaviour, and a meaningful proposition. The luxury sector is one (maybe ironically) where we are seeing a huge breakthrough in more creative charity alignment and philanthropic moves.

This redefinition of luxury is an increasingly relevant and evolving one that reflects how our culture and society now operates. The wider, global pace of change that we have seen has largely been facilitated by





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technology. It has offered us not just new personal connections but a more fundamental and holistic sense of connection, and conscience, on a global level.

Luxury with a conscience

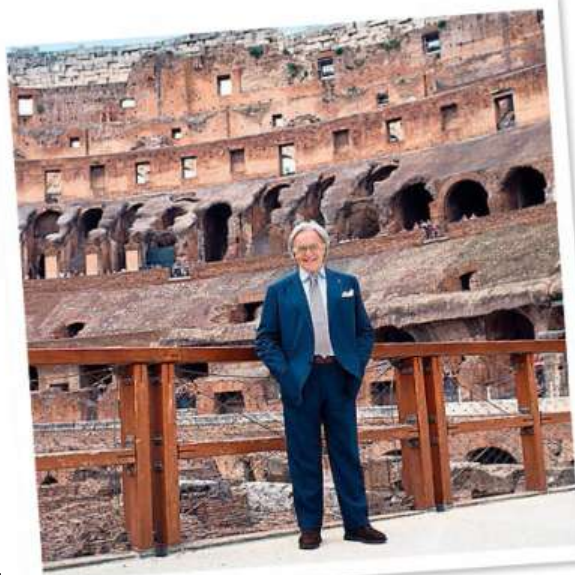
We are increasingly developing a more socially and ethically aware mindset and this is dictating our lifestyle choices. We are looking at luxury to help us give, rather than just spend. We now want our purchases to have an added, enriched or ethical value. A recent GfK study reflects this with figures stating that 63 per cent of consumers now buy products that appeal to their beliefs and values (www.GfK.com).

High-end fashion brands, such as Burberry, have always demonstrated a belief in sustainable behaviour where possible, while Hermes's dedicated Petit H range comprises unique products made from its precious off-cuts. But now, a new and exciting generation of fashion e-tailers, like ethically minded Zady or lifestyle brand Everlane, pay testament to this change in buying motivation with this new sense of philanthropic luxury built into their brand DNA from the start.

Everlane is enjoying an elevated and new luxury status by adopting a novel approach to opening up every aspect of its brand journey, and promoting this essential move towards sustainability and transparent consumerism. Everlane, and the new generation of like-minded brands, is giving its customers the confidence to indulge in guilt-free luxury shopping.

CSR gains credence

Corporate social responsibility (CSR) is not a new point on the business agenda. Many forward-thinking global brands have maintained commendable CSR initiatives for many years. Drinks giant Diageo, to name but one, continues to focus on community investment programmes and awards grants for water and sanitation in developing countries through the dedicated work of its Diageo Foundation. Charity donations, products and projects do, of course, still play a huge role but more



DIEGO DELLA VALLE,
PRESIDENT AND CEO OF
TOD'S AT THE TOD'S RESTO-
RATION PROJECT AT THE
COLOSSEUM, ROME

THE BEAUTY OF CHARITY

Shoe brand Tod's is a proponent of how philanthropic work changes brand presence in home countries by supporting local cultures to, in turn, support local economies, with initiatives such as helping restore the Colosseum in Rome.

Louis Vuitton's 'La Belle Jardiniere' honey made from the hives on the roof of its Paris headquarters, and gifted to select customers, resonates as a truly inspired initiative in tune with both the global and luxury spirit as the threat to bees makes honey a new luxury product.

long-term and integrated relationships are now earning our respect.

The Ritz-Carlton hotel in Washington is a perfect example of a business embracing a more forward-thinking approach. The hotel created the 'Do Good, Feel Good' package to benefit its long-time community partner and local community kitchen, DC Kitchen. The package offered guests perks in exchange for helping at DC Kitchen and the hotel also made a donation of \$100 per guest, in the guest's name.

Time, experience and value

And this is what we now want luxury to emulate and own. It previously traded on a sense of exclusivity. And while we are still looking for a sense of making us feel special, what we really now want is for luxury to become more inclusive.

A survey by BCG claims that 51 per cent of US luxury consumers are now looking for 'these enriched experiences' over products. And nowhere is this growing experiential luxury movement better evidenced than with travel. Experiential travel has, of course, always been a mainstay of the luxury market. But it is no longer about ticking the boxes with a one-of-a-kind destination holiday, the ultimate five-star hotel or a far-flung spa. Instead, a growing wave of 'voluntourism' holidays—from companies such as Hands Up Holidays—are gaining popularity with consumers as they combine a trip to a desired destination with delving deeper into the culture and giving back to the area's people by volunteering.

As we look to the future, we see that luxury is rapidly moving from being detached and untouchable to finding inspiring ways to explore causes, blend influences and create awareness. The luxury brands creating real impact are those that are seizing the opportunity to integrate philanthropy into their design and strategic thinking rather than just going for a transient 'halo' effect. What I find really inspiring is just how this movement could really and rapidly start to empower people, leverage change for good and shape a new global culture.

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AN EXEMPLARY LIFE

In which APJ Abdul Kalam, posthumously, teaches us a lesson in nationalism

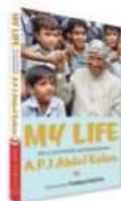
Dear Mahesh Sharmaji,

Namaskar. Since you have been so kind as to describe the late president Abdul Kalam as a humanist and nationalist, despite being a Muslim, I thought you might like to recommend his new book, published posthumously, to your colleague, Union Minister for Human Resource Development, Smriti Irani as a textbook in your government's grand project of recasting school textbooks.

I believe you don't like writers, but *My Life: An Illustrated Biography* is simply done, and beautifully illustrated, and should not be hard to grasp for the teeming millions who are votaries of your cleanse India philosophy. You, and they, will learn many things that will thrill them about Kalam Sahab, whose name you used without permission to replace that of Aurangzeb for a road in Lutyens' Delhi.

You will learn that when Kalam was a child, a new teacher separated him and his best friend, Ramanadha Sastry, son of the head priest at the Rameswaram Shiva temple, saying that it was not correct for a Hindu and Muslim to sit together in school. The friends were so upset that their fathers spoke to the teacher and explained why it was not right to teach children such religious discrimination.

You will learn that in Thumba, a congregation actually took the decision to relocate its church to make way for a rocket assembly and launch station for the greater good of the country, even though it meant they had to go through a lot of trouble. As Kalam tells it, "Dr Vikram Sarabhai



My Life
An Illustrated Biography
by APJ Abdul Kalam
Illustrated by Prabhjyot Majithia
Red Turtle/Rupa
Pages 119
Price Rs.295

visited Thumba in the hope of seeing how this area could be handed over to our organisation. It seemed like an impossible and complicated task. But help came from an unexpected person. He was the bishop of Thiruvananthapuram, the Right Reverend Dr Peter Bernard Pereira. One Sunday, after saying the mass at the church, he explained to the worshippers that their place of worship and even where they stayed were required to house India's ambitious space programme. Were they willing to do so? There was some discussion among the people and then there was a loud rumble of 'Amen' from the congregation. They had agreed to give up their village to make India's space dream come true."

You will learn that Kalam's best teachers and mentors were people of all faith: they did not treat his talent differently because he was Muslim. You will also learn that when he was sworn in, he drew up a guest list that consisted of 37 people from Rameswaram, including his family headed by his brother A.P.J.M. Maraikayar. "Also from Rameswaram I had invited Pakshi Venkatasubramaniam Sastrigal, chief priest of the Rameswaram Temple, Imam Nurul Khuda of the Rameswaram Mosque, Rev. A.G. Leonard, from St. Joseph's College, Trichy. I also invited my teachers Professor Chinnadurai and Professor K.V. Pandalai." All this, despite being a Muslim, Sharmaji.

You will learn humility. When Indira Gandhi called Kalam to Delhi after the success of SLV-3 and he fretted over what to wear, his mentor Satish Dhawan told him, 'You are beautifully clothed in your success'. "Even today I remember those words, and till today I don't own more than three sets of suits and five or six shirts," he writes.

You will learn of Wernher von Braun, the world's leading expert in rocket science, and his advice to Kalam when he came to Thumba: 'Do not make rocketry your profession, your livelihood—make it your religion, your mission.'

May I, Sharmaji, take the trouble of asking you, as Union Minister for Culture, to do the same with governance, with a slight modification—do not make it about your religion, just make it your mission. Maybe you can also learn from Kalam's advice to young people:

- >> Have an aim in life
- >> Acquire knowledge
- >> Work hard
- >> Manage failure
- >> Perform tasks that lead to bliss
- >> Read good books
- >> Ask yourself, what I will be remembered for?

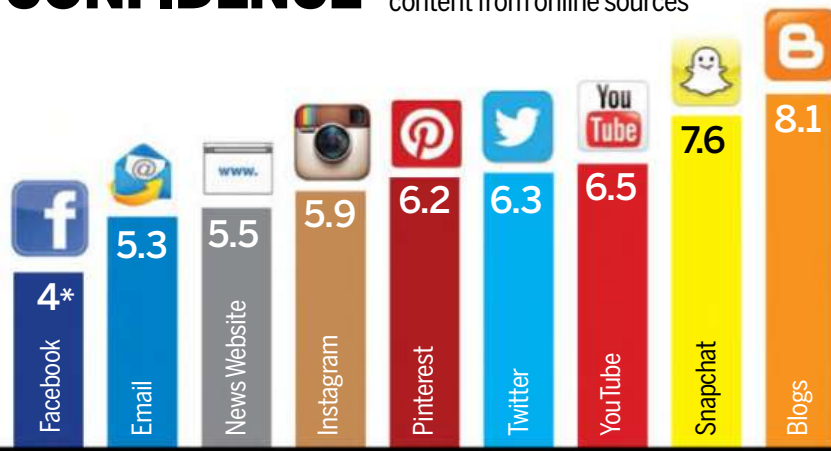
Then, we will see.

Yours sincerely,
Kaveri Bannai



CONSUMER CONFIDENCE

On a scale of 1 to 10, here's how netizens rank the trustworthiness of content from online sources



*1 being most trusted and 10 being least trusted; Source: Acuity Group's 2015 Next Generation of Commerce Study

viral video



Aerial footage of a huge traffic jam in Beijing shocked more than 4 million netizens.



A commercial for Extra Gum depicting the love between high school sweethearts touched more than 3 million.



A pregnant woman dancing between contractions made more than 1.6 million laugh.

twitter tattle



Friends Again

Putting aside their 19-year-long feud, former Indian cricket captain **Mohammad Azharuddin** visited fellow player **Navjot Singh Sidhu** who is undergoing treatment in a Delhi hospital for deep vein thrombosis. A tweet posted by Sidhu—"Old gold, old wine, old friends-still the Best!"—has been shared more than 1,000 times.

web wow

Danseuse's Tale of Woes

The story of 84-year-old Kathak dancer **Tara Balgopal** has touched netizens across the country. Balgopal, once a celebrated dancer who even had a postal stamp issued in her honour, now lives in utter poverty in Delhi. After her story went viral, netizens started setting up online crowdfunding accounts to help her.



web win

Live, Let Live

A Muslim professor of Delhi's St. Stephen's College, **Ashley Np**, took a stand against recent incidents of religious intolerance in the country by inviting people out for a pork meal. Islam forbids eating pork and the professor himself refrains from having it. In a Facebook post, Ashley wrote that those who like to eat pork should be allowed to eat it while none should be forced to have it.



net trend

Of Phones & Tricks

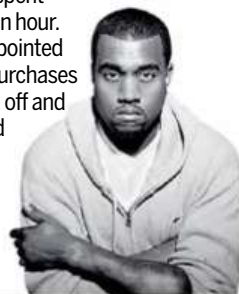
'Extreme phone pinching' is the latest internet trend which involves putting your phone in harm's way just to prove you're a daredevil. The bizarre trend has seen people holding their phone over a toilet seat or a gutter or at any height using just one's thumb and forefinger.



web lol

Shooting His Mouth Off

Kanye West went on a Twitter rant about how expensive in-app purchases for children's games can be and added that his daughter spent \$500 in half an hour. But tweeters pointed out that the purchases can be turned off and also reminded him that his wife Kim Kardashian promotes such games.



Follow the writer on Twitter @Ikummi

what's new App Alert

Pause periodically gives you instructions to keep your phone away and meditate.



Meter gives you a graphical indication of your phone's battery life.



“SMALLER THE FILM, THE MORE FREEDOM YOU HAVE”

Kanu Behl's directorial debut, Titli, is a family saga unlike what viewers have seen before. It is occasionally violent, features offensive language, centres on flawed characters but still resonates because it is foremost a dramatically rich and detailed study of a family. Since its premiere in the Un Certain Regard section of the Cannes Film Festival last year, the film has travelled to 20 festivals abroad and won accolades both from the critics (at Bordeaux) and audiences (at Festival du Film d'Asie du Sud Transgressif in Paris).

Written by Behl in collaboration with another Yash Raj Films newcomer, Sharat Katariya, who wowed audiences earlier this year with Dum Laga Ke Haisha, Titli centres around the desperate attempts of a hapless young man, Titli, (played by Shashank Arora) to escape from his domineering, carjacker brothers (Ranvir Shorey and Amit Sial), and a hellish household. Married off to an attractive, young woman (Shivangi Raghuvanshi) with secrets of her own, he hatches another plan for freedom with grave consequences.

Both Katariya, 37, and Behl, 35, are Delhi-born and-bred filmmakers who arrived in Mumbai in the early 2000s to make a career in movies. Katariya assisted filmmaker Rajat Kapoor before making his directorial debut with 10ml Love (2012). A graduate of Satyajit Ray Film and Television Institute in Kolkata, Behl was making documentaries until he met filmmaker Dibakar Banerjee and was hired as an assistant on Oye Lucky! Lucky Oye! (2008). In 2011, it was Banerjee's writing partner, Urmi Juvekar, who suggested that Behl collaborate with Katariya to develop Titli. Now close friends, Katariya and Behl sat down with Associate Editor Suhani Singh for a chat in which they discussed their movies. Excerpts:

Q. *Titli premiered in the Un Certain Regard category at Cannes last year. It has taken a while to get a release in India.*

KB. Typically, any film like *Titli* has a festival life of 12 to 18 months. We wanted to gather all the goodwill on the festival front and then come in. That is ideally how it should be. For my own life as a filmmaker, it has been a mix of exasperation and elation. Exasperation because we got so much love and acclaim from audiences all over, but were not able to connect with the audience we had made the film for.

Q. *Did you imagine that a banner as big and reputed as YRF would be producing your first film?*

KB. When I was 23, if someone had told me this would happen, I wouldn't have believed it. But it wasn't surprising that it happened because the script had garnered a lot of traction with the NFDC Screenwriting Lab, at the co-production market and then the Work-in-Progress lab. Adi (filmmaker Aditya Chopra) had read a draft of it and liked it. YRF also wanted to do something different. Coincidentally, they struck a deal with Dibakar and it sort of came together.

Q. *How do you ensure that your own cinematic voice isn't lost when working with a big studio?*

KB. The strength of Dibakar's films is that he never tries to curb the voice of his key collaborators. There isn't a panic to make the film identify with the director. I feel the whole auteur theory is outdated. I don't claim to have made this film all on my own. It's a coming together of a lot of voices. The code is to create the right conditions around to do what you want to do and make it small. The smaller you keep it, the more freedom you buy yourself.

SK. I agree. The smaller it is, the simpler it is. When the risks are smaller, you are freer. As the budget increases so does the stress of recovering the money.

Q. *How did you two come together for Titli?*

KB. I whined and cried in front of Urmi. She told me that there is a wonderful writer who is very difficult to get hold of. He charges Rs 1 lakh per session of six hours. I am not sure you can afford him. Go sell your house...

SK. *Aisa kuch nahi hai* (It's nothing like that).

KB. I knew I was going to handle material that was close to me so I had this sense that I needed to dissociate from it and look at it objectively. I could easily get lost in all the material I had. I needed someone who could help me do that.

SK. I have never had a better collaborator than Kanu.

Q. *What are the challenges of writing together?*

SK. In this one I got very lucky. I had somebody who was like-minded, whose intentions of making the film were different from many others I had collaborated with and which failed to materialise. I saw a lot of rigour and excitement in him (Kanu) and a passion to do something that he truly believed in and I gave in to it.



STILLS FROM *DUM LAGA KE HAISHA* (TOP) AND *TITLI*





DANESH JASSAWALA

KB. The good thing was that within five minutes we had connected. We had the same vocabulary.

SK. He had been to the Berlinale Talents and NFDC Screenwriting Lab. I also went for both. Our paths have been fairly similar.

KB. After that first meeting we walked away still pussyfooting whether we want to work together, but when we met the second time I knew that there is no one better (than him) to write this film (with).

Q. Location plays a very important role in both your films.

SK. We were very clear that we are not doing the middle class comedic Delhi of bizarre characters.

KB. We shot in Sangam Vihar, and parts of it are in Gurgaon, Faridabad, Noida and Patparganj. It's a mix and match of all the spaces I have known.

SK. For me, the biggest takeaway from working on *Titli* was how to use location in a film. *Titli* influenced me when I was making *DLKH*. "Why is it set in Haridwar" and "How Haridwar being a religious town lends itself to the script" were answered because I saw Kanu answering it in *Titli*.

KB. We developed our grammar as co-writers.

Q. Both the films have leading men who are confused souls, whose families believe that marriage is a means to put them on the right track or control them.

SK. There is a belief in north India, "*Shaadi karado, ladka apne aap samajhdaar ho jaayega*. (Get him married and he will get smart on his own)."

KB. It's pure coincidence. He had already written *Dum Laga Ke Haisha* when I met him.

Q. They are also not easily likeable. Instead they are heroes who are vulnerable, amoral and enigmatic.

SK. It comes from something that exists. It is not an imaginary, cardboard character.

KB. The difference here is that we are probably entering an era in which we are stripping heroes off their larger than life-ness (*sic*).

Q. How much have you drawn from your relationship with your father, Lalit Behl, who in the film plays the silent patriarch?

KB. It began from my personal experiences but has evolved a lot. I had a turbulent relationship with my father. It wasn't agreeable and, violent in spurts. I began by telling a story of this young boy who wants to run away from an oppressive older brother. With Sharat on board, we made the experience more universal.

Q. What're you working on next?

SK. I am struggling to write. I have a couple of ideas. It takes time for a script to arrive. *DLKH* was written in 15 days but it was a year of thinking.

KB. I am developing a film called *Agra*, which is in the Asian Project Market and has a French co-producer. It is about a young man madly in love with a woman but has to prove to his parents that she really exists.

Q. Will you collaborate on a script again?

SK. We will one day for sure again.

KB. Really? *Ab tuh toh director ban gaya yaar* (You are a director now). I hope to work with him as he is one of the most talented writer-directors we have right now. We keep bouncing stuff off each other. Before being contemporaries we connected as friends.

For the full interview, go to www.indiatoday.in/titli
Follow the writer on Twitter @Suhani84

A FAMILY CALLED TALWARS

BODY OF EVIDENCE

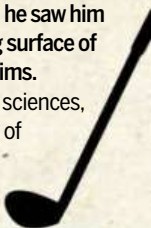
There are many questions that remained ignored, for the parents of Aarushi, Dr Nupur and Dr Rajesh

THE IRON GRILL Main entry to the Talwars' flat was locked from inside. Hence parents killed Aarushi, said investigators.
QUESTION Why did Bharti Mandal, the maid who was the first witness outside the family, claim in the FIR that the door was latched from outside when she came to work the morning after? Why was it ignored?



BLOOD TRAIL From Talwars' flat up to the terrace, which means that Hemraj's body was dragged up. And Rajesh couldn't find keys to the terrace door next day, to keep police from finding Hemraj's body.
QUESTION Two neighbours claimed they saw blood on the common staircase. Bharti and eight cops did not. Why were the neighbours believed over others? Also, why wasn't the door broken down by Noida Police?

GOLF STICK Rajesh used a golf stick to hit Hemraj, when he saw him in a "compromising position" in Aarushi's room. The striking surface of golf club No. 5 matched the shape of the wounds on the victims.
QUESTION Witness Dr R.K. Sharma, former head of forensic sciences, AIIMS, pointed out that the golf stick couldn't cause the type of injury seen on Aarushi and Hemraj. Also, no bloodstains or DNA of victims found on the golf stick.



THE PILLOWS There was blood on Rajesh's Nepali assistant Krishna's purple pillow that matched Hemraj's, said DNA and fingerprint experts.
QUESTION Why was this huge piece of evidence trashed as "typographical error"? Why were the pink pillow on Aarushi's bedstead, toys, the cooler panel (used to cover Hemraj's body on the terrace) not seized and sent for testing?



THOSE WHO RAISED QUESTIONS During the course of the five-year investigation

Arun Kumar ▶

The CBI joint director who rubbished the 'honour killing' theory was removed from the case in 2009, as a new CBI team took over under AGL Kaul. Kumar believes the parents are innocent.



Rebecca John ▶

Senior advocate who fought for the Talwars believes that the case is an example "of an irresponsible investigation, of being guided not by evidence but by public perception and the consequent breakdown of criminal justice system".



Dr Manju Mehta



A BOOK AND NOW A MOVIE HAVE RAISED UNCOMFORTABLE QUESTIONS ABOUT THE INVESTIGATIONS INTO THE MOST CONTROVERSIAL MURDER MYSTERY OF OUR TIME, THE AARUSHI-HEMRAJ DOUBLE MURDER OF MAY 16, 2008

unanswered and unsolved during the trial that ended with life sentence Talwar. Here are some which were admitted in the CBI Special Court:

THE INTERNET ROUTER Was switched on and off through the night of May 16. It meant Rajesh could have been up all night. Hence, he murdered Aarushi and Hemraj.

QUESTION Why was this considered as evidence even when the police found the router was going on and off even the day after the murder, possibly due to technical problems?



WHISKEY BOTTLE IN HALL

It had fingerprints and bloodstains. Hence the parents dressed up the crime scene.

QUESTION Fingerprint experts said bloodstains matched Aarushi and Hemraj but no fingerprints or DNA of Talwars on bottles. Why weren't Krishna's fingerprints tested?



AARUSHI'S ROOM Aarushi and Hemraj were in bed together, both killed on bed, honour killing by parents.

QUESTION No trace of Hemraj's blood found in Aarushi's room, from bedsheet to mattress. Why was the 'honour killing' theory still accepted?

DRESSING UP Body, clothes and crime scene were dressed up by parents. Aarushi's pajama strings untied, partly clothed. Points to possible sexual activity.

QUESTION No evidence to prove this. CBI was not even at the crime scene. Chunni Lal Gautam, UP Police photographer, took photos which are all blurred and unusable. Cotton pajama had no string but elastic bands to hold it in place.

AARUSHI'S BODY Private parts cleaned up, as there was wet circle on bed.

QUESTION Postmortem report does not mention any cleaning of private parts. From where did this come?



HER MOBILE PHONE Lost and found. Memory card cleaned up, no data available. Hence all records wiped out by parents.

QUESTION Kusum, a maid, found it on a pavement in Noida 15-20 days after the murders. No details sought from service providers. Then how did this theory stick?



WHAT THE COURT HAD SAID

Three of the 26 reasons that the court had outlined while sentencing the couple to life imprisonment

That the door of Aarushi's bedroom was fitted with an automatic click-shut lock. Mahesh Kumar Mishra, the then SP (city), Noida, deposed that on the morning of May 16, 2008 Rajesh Talwar had told him that in the preceding night, around 11.30 p.m., he had gone to sleep with the key after locking the door of Aarushi's bedroom from outside. No explanation has been offered by the accused as to how the lock of Aarushi's room was opened and by whom.

That there is no evidence of forcible entry of any outsider(s) in the flat on the night of the crime.

That the clothes of both the accused were not found soaked with blood. It is highly unnatural that Aarushi's parents will not cling to her and hug her on seeing her murdered.

into the case and later, some people raised difficult questions and pointed at loopholes in the police findings.

► The AIIMS professor was part of the five-doctor team which examined the suspects on June 9, 2008. She still remembers Krishna: "There was such aggression in him that his pencil pressure left marks on 12-15 pages below. I brought it to the notice of my colleagues."

Avirotek Sen



► Journalist-turned-author, he painstakingly attended the trial every day. His book *Aarushi*, released in July, has brought the murder case back in the news.

Meghna Gulzar



► The director of the movie *Talwar*, which premiered at the Toronto International Film Festival, has sparked a debate by raising some vital questions on the investigation.

EYECATCHERS

DARE TO DREAM

Patience is essential to survive in Bollywood and looks like **Vaani Kapoor** has plenty of it. After two “tough” years, most of which she spent in the Yash Raj Films casting office, she has finally bagged her second Hindi film. Six months of intense auditions later, the *Shuddh Desi Romance* actor has got the lead role in Aditya Chopra's next film, *Befikre*. “For all of you who sometimes think of giving up... just hold on to your dream and watch it come alive,” she said. Amen to that.



GROWING ROOTS



Vicky Kaushal's assured debut as a quiet, charming boy next door in *Masaan* has managed to make quite an impression. Son of senior action director Sham Kaushal, he has earned a substantial part in Anurag Kashyap's next which features Nawazuddin Siddiqui as a serial killer.

COUPLE'S RETREAT

Femina Miss India International 2012 **Rochelle Rao** and VJ **Keith Sequeira** recently came out on Facebook to confirm their relationship. But their plot is likely to thicken as the couple enter *Bigg Boss 9* paired with two different people—Rochelle with Prince Narula and Keith with Mandana Karimi. News is that Rochelle is already breaking into a sweat over the growing closeness between Keith and Mandana.



HERE AND THERE

Jitish Kallat's latest art work has found a permanent place in Stockerau, Austria. The six-metre tall, 17-metre wide sculpture, 'Here After Here After Here' runs “like a mammoth loop of infinitely stretched traffic signage”. The text and symbols on it connect Stockerau to places all over the world.



RHYTHM IN DIVERSITY

As a part of the internationally renowned festival Dance Umbrella's Out of India: Modern Moves, three choreographers have been invited to present their works in London. **Hemabharathy Palani** and Deepak Kukri Shivaswamy from Bengaluru and Manipur's Surjit Nompiegapam will perform moves that draw from styles as diverse as hip-hop, bharatanatyam and martial arts.



HOW WAS THE WEEK?



GOOD

Vijender Singh

The boxer started his career as a professional with a bang, beating Britain's Sonny Whiting.

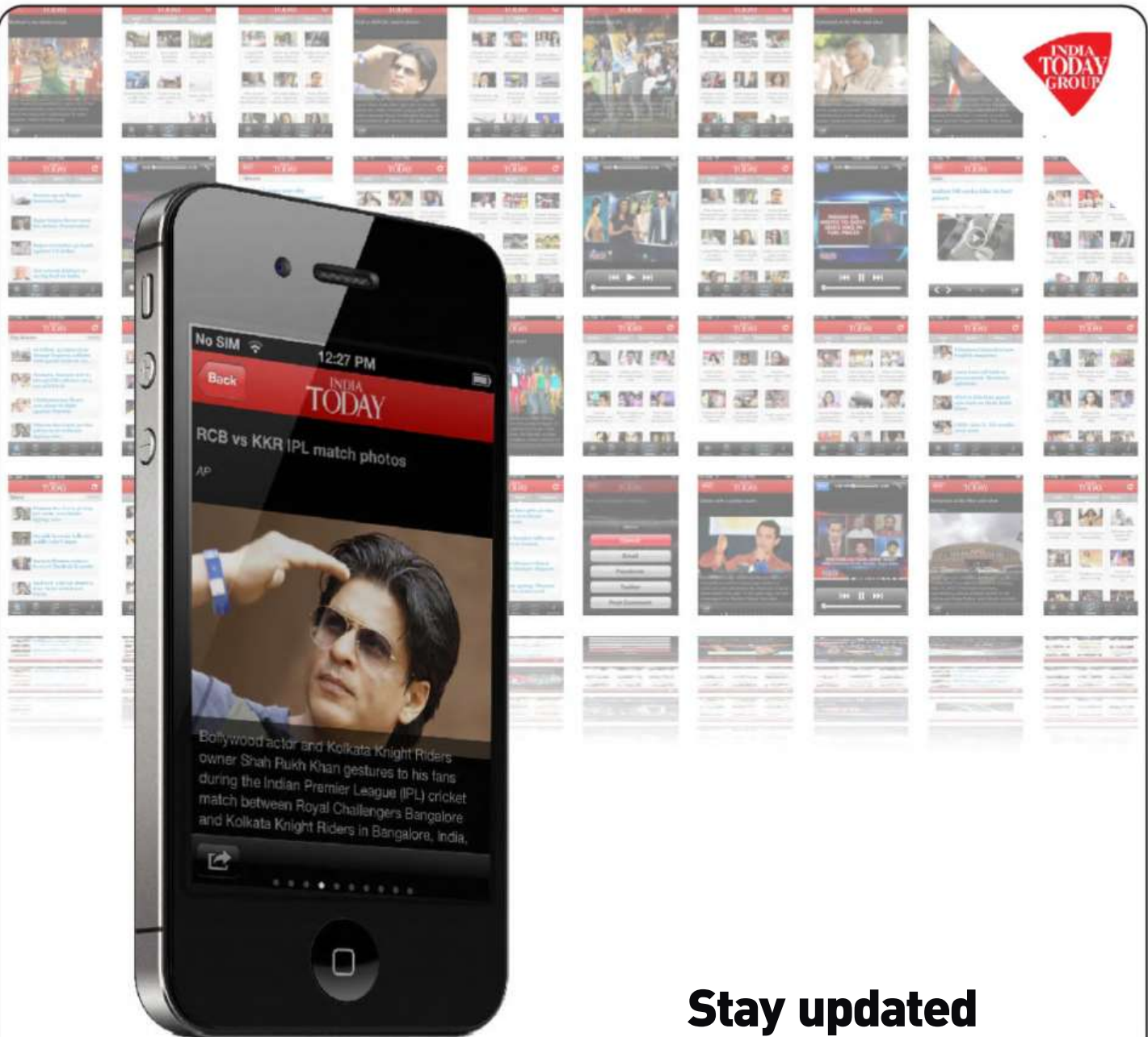


BAD

Aishwarya Rai-Bachchan

Her desperate mother act in *Jazbaa* failed to rouse the box office.

■ Compiled by **Suhani Singh**
Follow the writer on Twitter @suhani84



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VOL. 10 NUMBER 10; OCTOBER 2015

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 Printed and published by Ashish Kumar Bagga on behalf of Living Media India Limited. Printed at Thomson Press India Limited, 18-35 Milestone, Delhi Mathura Road, Faridabad-121007, (Haryana); A-9, Industrial Complex, Maraimalai Nagar District Kancheepuram-603209, (Tamil Nadu). Published at K-9, Connaught Circus, New Delhi-110001. Editor: Kaveer Bamzai.
 ● India Today does not take responsibility for returning unsolicited publication material.

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Photograph courtesy VIYA HOME

DIWALI SPECIAL

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Illuminate your home as renowned French light designer Regis Mathieu lists the top five lighting trends

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Protect the exterior walls of your home, without compromising on style with these tips and tricks

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No longer just a vessel to stash and store, trunks have become a decor essential no home can do without



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I Spy

Your guide to the hottest new stores and products



Fashionable Light

Karl Lagerfeld and perfumer John-Paul Welton joined forces to launch Candle Karl. Using Lagerfeld's trademark glasses and his now iconic collar, the candle also has a biscuit porcelain base, which was inspired by the rigid poplin of the designer's stiff collars. As a final touch, the hallmark little black button is reproduced as well. Made in France, it is available in a limited numbered edition (a total of only 300 have been created).

Price £ 240 (₹ 24,586 approx)

At www.karl.com



HOME | LAUNCHES

◀ All That Jazz

Rumours has introduced their Jazz collection that features textured jacquards and striped, plain and patterned velvets. It is available in the shades ranging from emerald greens and bright blues to neon fuchsia, warm tangerines and deep reds. The USP of the range is clearly its high durability. The machine made fabrics of the Jazz collection have been crafted from 100 per cent polyester and polyester blends, which ensures that the fabrics can withstand a lot of wear and tear.

Price ₹ 1,300 onwards

At www.rumorsindia.in

Chairman's Inc ▼

MIDJ is an Italian brand recognised for its craftsmanship and creativity. Studio Creo has unveiled a range of stylish chairs from MIDJ. Featured here is the GUAPA DM, the brand's modern interpretation of a rocking chair. It has a steel frame finished with white paint and a solid wood base. The leather seat is cut in such a way that it allows light to pass through it and adds flexibility and comfort to the chair.

Price on request

At www.studiocreo.com



Kitchen Craft ▲

Want to transform your kitchen into a showstopper? Then get a hold of Siemens iQ700 series. The ovens range includes ovens, combi microwave ovens, combi steam ovens and microwave that have healthy cooking options like baking, steaming and grilling. The built-in Coffee Centre has a wide selection of 17 different beverages. The warmer drawers have a frameless glass design and a stainless steel cavity; while the built-in dishwashers make washing and drying faster and more flexible than before.

Price ₹ 65,000 to ₹ 1,79,000

At www.siemens-home.com/in

This and That ▼

India Circus has launched a number of colourful and bright gift and decor items for the festival season. On offer are tumblers, wine gift boxes, floor cushion covers, floral cushion covers, passport covers, visiting card holders, lap trays, table clocks and aluminium bowls.

Price ₹ 599 onwards

At www.indiacircus.com



Bespoke Offer ▲

Housewarming by Surprise Home Linen is all about creating a design service that caters to those looking for bespoke textiles. It is also a space that showcases fabrics, upholstery, wall coverings and wallpapers from brands like Christian Lacroix, Designer's Guild, Ralph Lauren and Roberto Cavalli. A few of the design services include mood board designing and fabric coordination.

Price on request

At www.surpriselinen.com

One Stop Shop

Ishanya, a mall focussing on home décor and interiors has introduced a smart, new concept, The HomeSukh by Houslife. Spread over 20,000 square feet and two levels, it boasts of an impressive line up of 30 curated brands offering an array of nearly 10,000 products ranging from artefacts, décor lighting, wall art, furnishings, curios, carpets, rugs, figurines, souvenirs, accessories and gifting items. The space brings together artisans and manufacturers on the same platform.

Price ₹ 100 onwards

At ISHANYA, Arcade 4, Opposite Golf Course, Off Airport Road, Yerwada, Pune



Tap That ▼

Delta Faucet Company has introduced of Delta® Compel™ Lavatory Faucet with Touch2O.xt™. Part of the Compel bath collection, once the handle is moved to an on position, the user can tap anywhere on the spout or handle to start or stop the flow of water.

Price ₹ 20,790 and ₹ 25,730 (depending on the model)

At www.deltafaucet.in



Good Design ▲

Spread over 10,000 square feet, designed to reflect the culture of Bangalore, Good Earth has opened its flagship store in the city. The space features an alfresco courtyard at its entrance, an open-to-sky pebbled courtyard, and bench seating that spills over from the café onto the courtyard. Displayed across two levels are gifting, tableware, apparels, home textiles, décor, wellness, home spa, bath accessories, accent furniture and children's collections.

Price ₹ 275 onwards

At No 4, Walton Road (Off Lavelle Road), Bangalore

Cast your Couch ▼

The PINAKIN Store has unveiled a new range called the Taper series. As the name suggests, the highlight of this collection is the tapering base that features in every furniture piece. The collection is an amalgamation of special surfaces coated in high gloss lacquer and table tops with a special stainless steel inlay. Grab a hold of the Taper Dining Table, the Taper Centre Table, the Taper Soaf (below) or the Taper Sideboard to make a bold statement.

Price ₹ 1.5 lakh to ₹ 3 lakh

At Second Floor, Raghuvanshi Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai



GOING FOR GOLD

AkzoNobel and Dulux name ochre or monarch gold as the colour of the year 2016. Four settings where you can explore this hue.

By PRACHI BHUCHAR

As the weather begins to turn and we get a whiff of Diwali, the focus is on celebration. In India, the colour, gold has traditionally been used in multiple ways to highlight opulence, prosperity, royalty and create a festive mood.

It is then fitting that AkzoNobel and Dulux paints have named ochre gold as the colour of the year 2016. Be it architecture, interiors, beauty of fashion, gold is making a bold statement and the duality of the colour seems to be its biggest USP. The evolving colour palette reflects a shift in mood and mindset and, according to the Global Aesthetic Centre of the brand, which spends a lot of time and money on charting the colour and interior trends and forecasts what people are veering towards, the coming year will be about embracing this fine hue and reconciling opposites in the interiors space.

The trends reflect the world we live in and take cues from it. For example, those of us who choose to live in busy, urban centres know that natural light in our homes is a luxury, yet we also understand that we need the dark. Similarly, we live structured lives but need to escape the grid to remain ourselves, or for example technology is now so much a part of our lives that we enjoy a printed book or pencil and paper. Opposites are seen in all the trends they have highlighted, be it heritage and future, dark and light, the grid and letting go, or words and pictures.

How do these trends play out in interiors and how can we use ochre gold in these settings?





THE GRID AND LETTING GO

This trend in interiors is about freedom within a framework. We are increasingly seeing the appeal of going 'off grid' in order to find oneself in the modern world. We need boundaries in which to live, even if we seek to rebel against them; freedom is only understandable within the context of a framework. Use gold within this reference framework in the form of lines, grids or geometrics like the circle in this setting. It gives the room a funky look but at the same time prevents the eye from deviating from the grid.

DARK AND LIGHT

One of the key trends for 2016 is the importance of darkness to showcase light. The Dutch masters of the 17th century showed how their techniques at capturing lustre and the play of light was best portrayed in contrast to dark hues. In this setting, many of the colours in this palette blend seamlessly together, recalling the tones of both dusk and dawn during the 'golden hour'. Gold is used sparingly here as an accent, to highlight the interplay between dark and light.



PICTURES AND WORDS

We live in an age of visual saturation, where every moment is documented on social media. The trend for words can also be seen in the use of lettering in interior design and architecture; but rather than words and images being in opposition, one completes the other. The corresponding colour palette uses the grey of graphite in contrast to tones familiar with smartphone and social media filters, interspersed with dull gold to give it a rich textured look.





HERITAGE AND FUTURE

We are able to take inspiration from the past to design a better future for ourselves. This trend finds reflection in a setting where a vintage, antique frame is contrasted with a modern, light wood arm chair and decor pieces that are trendy. A hint of gold in the form of traditional candlesticks on the shelf and a frame that's opulent and rich lends the room a regal air. There is a sense that by appreciating one's history, we design a smarter future. Translated into a colour palette, we see the deep maroons and ochres that reflect our rich heritage, but also have a bright contemporary feel.



Candles and tea-lights are perfect for outdoor areas

Love at First Light

Illuminate the most private spaces with the brightest ideas. Top lighting trends this season.



REGIS MATHIEU
CEO and Owner
Mathieu Lustrerie

The date, 7th May, 1764; the occasion, inauguration of the Versailles palace. At the beginning of the French summer, 600 carefully selected guests arrived in Versailles for a series of banquets, theatre and aquatic performances, dancing balls and masked parties. No expenses were spared to show the power and glory of the Sun King. When they came out at night, the guests were rapt with wonder. In front of them, the park was lit with a thousand lights, the statues and fountains decorated with 150 crystal lanterns along the alleys leading to the castle, where the 357 mirrors of the Galerie des Glaces reflected the lights from the many chandeliers inside the room. Recently, and in real life, in another palace of Rajasthan, restored over the past three

decades by wonderful and visionary people, I heard a story that rang a bell. In 1931, during the inauguration of the Rashtrapati Bhavan in Delhi, a grand party was organised. The Mughal gardens were lit with fireworks, and when the champagne was opened, Lord Irwin, then Viceroy of India, raised a toast and said: "This is what Versailles must have looked like!"

Such is the power of light. And chandeliers are its best instrument. Gold, silver and bronze with intricately placed crystals, show off with shine the magic light of candles. They were traditionally placed in front of large mirrors on the first floor, so that one could evaluate from outside the wealth of its owner, by counting the number of candles burning. Our kings may have been guillotined because of their excessive show of opulence, but they created the magic myth of French luxury, and the Roi Soleil, master of light, is still very much alive. So, here are five tips to use lights creatively during this season.

CANDLES, CANDLES AND MORE CANDLES

The magic of their flickering warm light is unmatched. Inside, outside, on chandeliers, lanterns, or simply in candle stands. To recreate the magic of Versailles at your home, they are a must. You can get them in all sizes and colours; buy good quality candles, they seem more expensive, but give you more value for money. However, ensure that you place the candles in the right place. Near mirrors or close to a crystal vase to enhance their light.

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This contemporary light is from Mathieu Lustrerie

LET THERE ALWAYS BE LIGHT

There are never enough lights in a room. Create conversations between the wall lights, the chandeliers and the many lamps in the room. Having many light points also gives you the freedom to control the luminosity of the room. You do not need to light them all up, you can choose and give different ambi-ances to the same room.

YOU CAN MASTER THE ART OF OUTDOOR LIGHTING

Use the traditional diya and place torches along alleys or paths in the garden. They give a very dramatic yet poetic look. You can also light up a specific tree or plant that you like, even if it's far away and nobody goes there, it gives perspective to the eye and makes the garden look bigger. Indirect light is always a good surprise. Keep a few light points inside the house close to the windows; they will help enhance the ambiance of the terrace or the garden. Feel free, in the garden; get crazy chandeliers or lamps, with organic forms to create light installations.

A HOME IS A HOME, NOT A HOTEL

Make sure your house has character and tells a story. Buying all similar and branded lights, copying the clean looks of decor magazines, hotels or showrooms can be reassuring, but do not play it too much by the book. Put your heart into it. It is 'ok' to not have exactly matching lights and candle stands. What you need is consistency in the style. The eclecticism in your house will tell a unique story. There should be symmetry in the mess. Though we just said we like a small dose of mess, be careful to get your basic geometry right. Place the chandelier in the centre, use candles by pairs. Keep a sense of order and proportion. Next, mix

the old and the new. I have often place baroque lights or Versailles classical chandeliers in high end contemporary 'designer' homes. I have also put extremely modern and artistic pieces, closer to sculptures, in ancient palaces or mansions. The same way the architect Pei put a glass pyramid in the Louvre, or Jeff Koons exhibited his balloons-like ultramodern sculptures in Versailles, breaking a style can be bold and rewarding.

At www.mathieulustrerie.com

AVOID TUBE LIGHTS

If you use CFLs, take the yellow ones. But today, a good, economical and ecological alternative is LED lighting. There is a great deal of variety on the market. Light is not only functional, it is an art, and it has many colours. Bright and blue-white for official meetings, yellow and warm, for a friendly gathering, while dim and magical works well for a romantic evening. There's one light for every mood and many moods for a light.

TRUNK SHOW



An essential decor fixture in a modern home, trunks nowadays are safe boxes for watches and jewellery and even double up as a fancy bar or music box.

The Wine Trunk with a preparation platform



PARITOSH MEHTA
Founder, Trunks
Company Jaipur

Trunks have a history to tell. The age of Maharajas, Nawabs and Nizams saw the romance between India and luxury very early on. In the 19th century, royals and aristocrats across the world patronised trunks as the regal carriers of power and prestige. They were constantly on the move, travelling the world, and trunks were premium accoutrements for travel, hunting and sporting expeditions. Truly, trunks were possessions of authority, affluence and timeless elegance.

Today this legacy has evolved into a contemporary lifestyle. Trunks are like majestic pieces of art that are a amalgam of ingenious design and old-world craftsmanship. Taking inspiration from the known paramours of heritage, art and culture, trunks are crafted to be treasured and cherished for their lifetime. Quintessentially urban in functionality with a reflection of heritage, these bespoke luxury pieces create a new era of living with

special trunks for jewellery, watches, vanity, wardrobe, bar, perfumes, turbans, inherited collection of rifles and swords, to name a few.

Since the entire experience of possessing a trunk aims at carving a fond memory, the course is interspersed with personal elements all through. Each trunk reflects subtle aspects of possessor's personality and has its own story. Bespoke makers work with their clients to ensure the finished trunk is exactly as envisioned, which results in an accumulation of more than 400 man-hours on a single trunk. Each trunk is handcrafted with fine quality leather and suede interiors, brass hardware and directional lock casters. Each nail is integrated in the trunk-making process with singular focus and discretion. A trunk can further be personalised with a client's initials or crest engraved on brass panels.

Passionate craftsmen who handcraft these trunks can be pictured as the ones engaged by the royalty, such detailed and precise is the movement of their hands that it culminates into a majestic piece of art. One that is idiosyncratic in the story it unfurls. Let me take you on a magical journey, one trunk at a time.

IDEAL FOR MUSIC LOVERS

A trunk that doubles up as a music system is called the Music Trunk. Passion finds an expression with a music trunk that features all accompaniments for the connoisseur at leisure. The trunk resonates with discreet elegance creating an enthralling experience. It features built-in speakers, subwoofers, tweeters, iPod dock, auxiliary USB port and a battery back-up of up to eight hours. Crafted in full grained leather and suede with teakwood outline, the directional lock casters and custom brass



Safe Trunks are perfect for expensive watches and jewellery



The Music Trunk comes with wheels making it portable

handles are for portability. This trunk is a music lover's dream come true and an extravagant innovation to enjoy music. It is perfect for living and listening rooms and can even be used in the patio.

THE PERFECT ENTERTAINER

The Bar Trunks render youthful and sublime ambience for self-indulgence. What is it? A full-fledged bar translated into a trunk, a mesmerising artwork. The bar features chillers, glasses, decanters or bottles, preparation platform and bar accessories. It can be handcrafted solely as per the client's requirements and can be up to 10 feet long.

THE MODERN SAFE

Creating a timeless legacy for generations to come, the Safe Trunk reflects reverence for cherished watches and jewels. Cast in iron and covered in grained leather, the Safe Trunk houses made-to-measure drawers, frames for necklace, rings, earrings, bangles, pendants and watch sentinels. A travel suitcase as a portable tuck-out is an addendum to the trunk. LED illuminated suede interiors further enhances the exquisiteness and enchants every eye that falls on it. A German combination lock and fire-proof setting,

keep items safe while bringing in the glamour quotient to otherwise purely functional vaults.

WARDROBES THAT DON'T MALFUNCTION

Panache of *crème de la crème*, the Wardrobe Collection of trunks, treasure the cherished possessions from linens to trousseau, endearingly. Each trunk is handcrafted in full grained leather with suede interiors, wood binding and teakwood contouring. A majestic piece of art, it exudes regal charm of yesteryear and adds grandeur to contemporary homes. Think of them as a blend of boldness and classic charm.

A TRUNK FOR EVERY OCCASION

If there is a necessity, a requirement or an occasion, there is a trunk made specially for it. Take the Travel Collection for example. The range comprises of Suitcase, Briefcase, Watch and Accessory Trunks, crafted in full grained leather with teakwood contouring and brass hardware. They are ideal for urbane travelling. In fact, these trunks cast a majestic spell on the onlooker and exemplify opulence.

Price ₹ 50,000 onwards

At www.trunkscompany.com

ART OF GIVING

Ditch the staid and boring this time. Add shine, shimmer and style when selecting a Diwali gift for family or friends.

By RIDHI KALE



T-Lights & Candles

▲ The Kulhad
Candle from
Arttd'inox
₹ 1,050

Every year homeowners search for the perfect present before and during the festivities. It can be a daunting task, especially if you are looking for novel ideas. However, this time around, innovative tea-lights, creative ganeshas, dramatic chandeliers, out-of-the-box bowls and suave bar accessories are in vogue. Still confused? Just take a look at our round-up ideal gifts for the festival of lights.

▶ Navajo Horn
copper candle
holder from
Address Home
₹ 2,290



▶ Silver candle holder
with rose quartz
stone base from
Alchemy de Luxe
Price on request



▶ This lantern
called Kewal
Lamp is from
InV Home
₹ 5,100



▼ Nickel tea-light holder
from **Jaypore.com**
₹ 1,650





▶ Titled Pitambara Plaque, it is hand-crafted pure silver with 24-carat gold gilt, from **Nupur J** ₹ 26,000



▶ This brass Ganesha hanging diya is from **Fashionandyou.com** ₹ 1,349



▶ Lotus diya with Ganesha motif comes with a similar Lakshmi diya from **Frazer and Haws** ₹ 7,400

▶ Terracotta Ganesha with a marble base from **2DIVINE - The Lifestyle Temple** ₹ 14,000





Cast resin alligator with marquetry tray and antique brass accents from Maitland Smith available at **International Furniture Brands**
₹ 1,82,000



Champagne bucket and ice bucket in silver from **Ravissant**
₹ 2,52,400 and ₹ 2,83,300

Silver wine glass, titled, Medusa from **Frazer and Haws**
₹ 55,500



Brass, nickel plating and black crocodile embossed leather has been used to craft the beer mug, stoppers, stopper stand, bar tools, ice bucket with tong and stirrers from **Elvy**
₹ 595 to ₹ 3,295





▲ Ceramic table lamp with floral motif from **Elvy**
₹ 4,995 (base)



▲ Cascade Chandelier with oval decoration in shiny chromed steel from **Visionnaire**
₹ 6,75,819

HOME | GIFTING



▶ This suspended light with antlers is from **The Great Eastern Home**
₹ 1,28,520

▼ Sextans suspension lamp by Calligaris from **Studio Creo**
₹ 30,000 onwards



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Contemporary wall light
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Grace Light constructed
from extremely fine steel
wire mesh used for aviation
industry from **Studio Avni**
Price on request



Poppy Lamp made
with hand-folded
paper from **IDUS**
Price on request



Kettle Pendant Lamp
in ceramic from **The
Furniture Republic**
₹ 7,900



HOME | GIFTING

▶ Brass lotus puja thali and decor pieces from **Indian August**
₹ 950 to ₹ 3,200



▶ Hoop flower vases from **Arttd'inox**
₹ 900

▶ Pomegranate Catch bowl by Michael Aram from **Thehouseofthings.com**
₹ 4,100



Parrot Nut Bowl made using silver and enamel from **Ravissant**
₹ 85,000





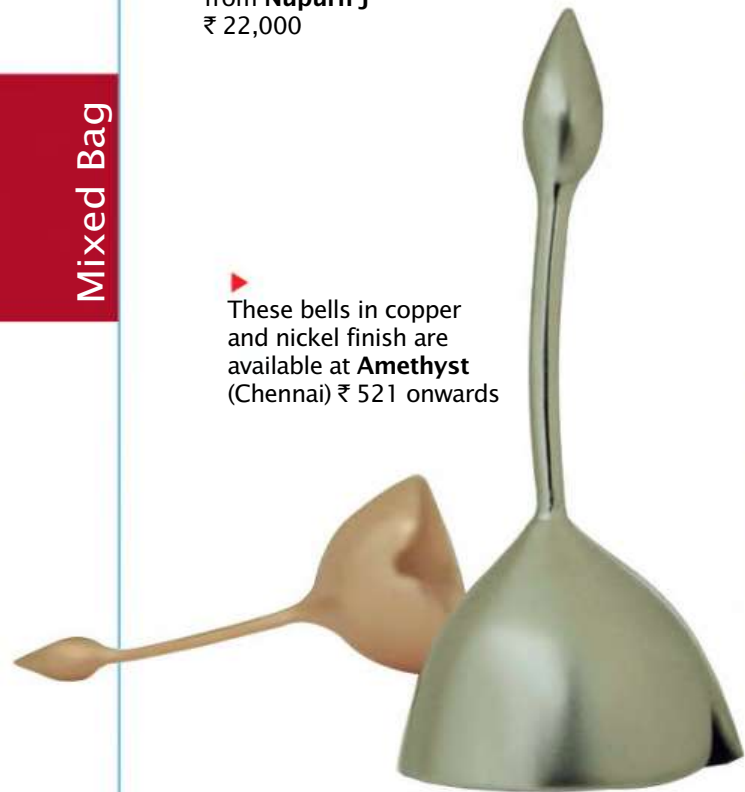
▲ Silver Martini Nut Bowls from **Nupurh J** ₹ 22,000



▼ This porcelain teapot with hints of the Orient is from **Moon River** ₹ 5,500

Mixed Bag

▶ These bells in copper and nickel finish are available at **Amethyst** (Chennai) ₹ 521 onwards



▶ Tulip Jewellery Box from **D'Mart Exclusif** ₹ 4,950





EXTERNAL AFFAIRS

Want to protect the exteriors of your home and get a stylish yet unique look? Go for stone finishes from Dulux Weathershield Signature collection.

By HOME TEAM

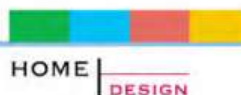
These days homeowners are not afraid to experiment with their home's exteriors. While they look at unique ways of creating inimitable home exteriors, it is extremely important to use materials for exteriors that possess added strength and durability to protect against various weather attacks like heat, rain, dirt and dust. This is where innovative product offerings from exterior paint brands come to your rescue. Good exterior texture paints today, have technologies that help maintaining naturally beautiful exteriors through the years and provide protection against harsh

weather changes. Dulux offers under its premium brand Weathershield, unique range of natural stone finishes, Weathershield Signature.

Taking its legacy forward Dulux Weathershield Signature brings you eight distinct stone finish textures, an exclusive range of unique stone based textured finishes to give your home not just a distinguished look but also stone solid protection. Made out of natural stone extracts it imbibes the durability and toughness of stones. It provides natural stone finish in stunning colours. Its high consistency and filling properties hide surface imperfections as well as enhance durability



Photo courtesy by Dulux



WONDER WALLS

Do you ever wonder how to bring exclusivity to your home exteriors, without compromising on its ability to withstand the deterioration caused by weather elements?

- Experiment with unique texture finishes in stunning colours that are made out of natural stone extracts. Myriad coloured natural stones like black, reds, yellow and whites combined create exclusive look that halts people in their tracks.
- Create different geometric patterns, highlights in parapets and balconies with the exclusive range of natural stone finishes.
- Ensure that the exterior paint has toughness and durability to withstand extreme weathers crafted to protect and adorn your home for years to come.
- If your home exteriors have surface imperfections, go for the natural stone finishes that have high consistency and filling properties to cover and enhance durability of walls.
- If your house is constantly exposed to sunlight, choose texture paints that are 100 per cent UV resistant, have only natural pigments and adorn your home for years to come.

of walls. It contains only natural pigments, 100 per cent UV resistant, which prevents fading and keeps the walls naturally beautiful. They are:

Black Diamond The hardest natural substance, as it is known to be, the diamond is unique in its nature. Combine its beauty with ageless off-whites and softer tones of creams and pop lemon colours, what you get is a contemporary marvel.

Rustic Ruby A remarkable finish inspired by the brilliant red gemstone that radiates lush beauty and unparalleled strength. Put in combination with beiges and creams, it creates a timeless beautiful canvas.

Crystal Gem An elegant, minimalistic finish made up of small, light coloured stones sprinkled on a subtle, cream coloured surface. Beneath its delicate look, Crystal Gem harbours extreme strength and toughness. Create a serene, subtle aura by mingling with blue coastal hues and creams.

Coarse Sapphire Charismatic yellow mixed with the raw, deep grey stones gives this finish a perfect balance of splendour and strength. Craft a tropical retreat for your senses by conjoining it with softer red hues.

Each stone finish has its own story to tell, as each derives inspiration from a unique stone.



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dulux.in/protection



In Pursuit of Perfection

Cars, bikes, furniture, watches, knives, even architecture. Parisian designer Sacha Lakic lives and breathes fine design.

By NAVNI KUMAR

How often have we heard interior designers and architects exclaim less is more? It's a golden rule of decor, but we're not talking about minimalism here. We are talking about carefully-selected, attention-grabbing pieces, instead of the usual mass produced bargain buys. Case in point, the Bubble Sofa from French furniture brand Roche Bobois. This entirely handmade sofa brings to mind a puffy cloud and offers great comfort through its ergonomic, colourful form. The man behind the bubble, Sacha Lakic developed a textile called Techno 3D, a tenacious fabric extendable in three directions for this piece. But this isn't the only product by the Yugoslavia-born, France-based designer that's got people talking. Be it a car, bike, a piece of furniture, an object, or a project, Lakic's products are innovative and exciting. "They are influenced by my passion for speed and cars and



Sacha Lakic is perched on the Bubble Sofa he designed for Roche Bobois

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The PARCOURS Sofa has Japanese design influences

any object in motion really." We take a look at Lakic's knack for design inspired by motion.

FURNITURE IS HIS FORTE

Lakic tryst with furniture design started with the collection titled 'Why Not' with furniture designer David Lange in 1994. However, the turning point in his life was when he joined hands with Roche Bobois in 1996 by designing the Onda bed. He was awarded the Casaidea prize in Rome for the design and what followed was a long and fruitful association, which gave rise to major collections including 2005's Speed Up, a set of dining table, chair, sideboard, computer unit, a low table, console and chaise longue for Roche Bobois and 2007's Dyna, a dining table and chair set inspired by the motorcycle world, as well as best sellers like the Synopsis sofa. Another design from Lakic repertoire is the 50s inspired Love Spaceship sofa and the dining table with carbon legs, based on flow and motion, an attribute that has become synonymous with the designer's name. Then, there's the Apogee sofa that is a perfect example of his contemporary style.

ARCHITECTURAL MASTERPIECES

Lakic dons many hats and slips from one to the other with ease. He has not only tried his hand at architectural design but made a name for himself in the field. Some of his best works include the Brasserie de Monaco, a laboratory for beer brewing and tasting, where he uses smoked mirrors, metallic mesh curtains, large solid wood dining tables to give the space a modern, high tech feel. He proudly states that it is, "one of the best places to go in Monaco to experience a nice atmosphere". He has also worked on the 'Nest' concept, a den-like space anchored to the top of a cliff at a height of 1,000 metres facing a stunning view of the Grand Canyon and the Colorado River.

MASTER OF MOTION

Ever since he was a child, Lakic was fascinated by cars, speed, aerodynamics and technology. He even studied the technical aspect of cars, but it was in his fashion designer father's workshop where he was first introduced to the fluidity and shape of the human



The Apogee Sofa for Roche Bobois by Lakic

body. His father taught him to play with materials, textures and colours. This in turn inspired him to design objects such as bikes. Lakic started off his own studio in 1994 where he designed scooters and bikes in association with Italian scooter manufacturers Piaggio and Bimota. His most recent contribution to the automotive world is the Venturi electric single-seater race car, which can go beyond 225 kmph. Not one to dismiss things off as big or small, Lakic has also previously collaborated with Voxan Motors and Atelier Ruby to design world class helmets, which assume a futuristic look and ensure ultimate safety.

A DESIGN MAVERICK

There doesn't seem to be a single aspect of design, which Lakic has not tried his hand at. He has even shaped watches and accessories with French fashion

designer, Jean Colonna. One of their most successful collaborations is a timepiece Lakic designed using parts of polished aluminium cut from the block, as is done in the automobile industry. These were produced as a limited series and sold in select exclusive stores in Japan. Then, there are the speakers he designed for Cabasse that come in interesting shapes and run on co-axial technology. Lakic is currently working on innovative architectural concepts and spending time designing different kinds of products. Currently, people are looking forward to his eye wear collection, a collaboration with a famous French luxury brand.

It is difficult to not be in awe of the multifaceted designer; he is anything but ordinary. Always open to new challenges and opportunities, be it women's shoes or a luxury yacht, Lakic is always on the lookout of new ideas and designs.



Food in skewers is always
kept at right angles like
this crispy asparagus

TABLE MANNERS

Whether you are eating a Japanese, Indian or Italian meal, the table setting is as important as the food. Three experts from The Leela Palace, New Delhi, help decode the rules.

Text by RIDHI KALE

One of the most important rules of setting a table is to ensure that it bears the stamp of your personal style. Of course, depending on whether you are going in for a formal or casual setting, there are rules that you cannot break and those that you can bend. The first step is a clean, blank table. Next, decide whether you want a table cloth or runner and select your table mats (silk, cotton, jute or polyester). If possible, create a centrepiece. Just ensure that it is not so tall that it prevents people from being able to see each other while conversing. Next, select the crockery and cutlery as per theme or the kind of meal you are serving. The glassware will depend on the beverages on your menu. You can add flowers, quirky or interesting design elements as well. Here's what our three experts have to say.

JAPANESE KEEP IT SIMPLE



ATUL TIWARI
Assistant Manager
Megu

A Japanese meal can go on from two to three hours, therefore we have taken provisions at Megu to ensure that the experience is authentic.

Go for a clean layout Chopsticks, sake holder, a cup for green tea and different plates for bite-sized food is what defines the meal.

It's all about the chopsticks They are always kept horizontal. Chopsticks are never kept standing, it is considered rude (they keep standing chopsticks on dead bodies).

Photographs by RAJWANT RAWAT



The private dining room at Megu has antique kimonos on the wall

Copper *handis*
work best for an
Indian meal



Location courtesy JAMAVAR

Remember the angles Food in skewers is always kept at a right angle, never 45 degrees; it is considered impolite.

Say no to forks and spoons It is rude to eat sushi with a fork or spoon, either use chopsticks or your hand. A wet napkin (hot or cold, as per the season) is always kept next to every diner. This allows the diner to wipe his or her fingers.

Seating is key The main guest is seated in the centre facing the service entry. His second in command sits on his right and third

in command on the left. The main host sits opposite him with his second and third in command in similar positions.



GURPREET JOHAR
Restaurant Manager
Jamavar

PERSONALISE THE EXPERIENCE

A traditional Indian meal is full of flavour, smells and colours. So, the presentation on the table needs to match the food.

Plate up At Jamavar we start with the show plate, from which you do not eat. The appetiser comes with an eight-inch starter plate and starter fork and spoon, which are kept

00:41



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The table at the private dining room at Le Cirque is set to perfection

on the right and left, respectively.

Copper gives an authentic traditional feel The essentials of every Indian meal are pickle, *papad* and chutney, which are placed in small copper serving dishes. In fact, we serve everything in a bowl that is copper on the outside and silver inside.

You will need a side plate Since there are a number of Indian breads, it is always a good idea to keep the bread and butter plate (it is placed on the left).

Personalise the meal To do this, instead of serving *daal* in a large bowl, serve it in small *katoris* or bowls for every individual guest. The same goes for *raita*.

Cutlery and crockery When you serve the main course change the cutlery and the plate. Once your guests are through with the main course, it is a good idea to remove all the crockery and cutlery and replace it with the desert plate and spoon.



VISHVAS SIDANA
Assistant Manager
Le Cirque

Go the extra mile A finger bowl and hot towel should be given to the guests if they use their hands and just a hot towel if they use the cutlery.

EACH COURSE SHOULD HAVE DIFFERENT CUTLERY

At Le Cirque we offer an Italian-French gourmet meal. The entire affair is quite formal.



A beautiful chandelier illuminates the private dining space in Jamavar



The knives are always placed on the right, while forks are kept on the left

Start with the glassware Besides the water goblet, there are separate glasses for champagne and white and red wine, all glassware is kept on the right of the plate. The champagne flute is narrow and long, red wine glasses are a bit taller and have a larger bowl than the white wine ones.

Do's and don'ts Remember, you never eat off the show plate or the charger plate, it will either remain at the bottom as a vessel holding the plates of the other courses or will be removed once all guests are seated. A dipping bowl for olive oil or vinegar and small bread and butter plate (always kept on the left) are also placed on the table.

Understanding the cutlery Forks go on the left and knives on the right. If there is more than one fork or knife on the table, apply this simple rule, work your way in, the salad and

appetizer knives and forks will be on the outside, while the main course ones will be closer to the plate. If you still can't distinguish, here's a handy hint, an appetizer knife is smaller in size than the main course one. When dessert or soup is served, its appropriate cutlery is served with it.

Don't forget If you are eating an Italian meal, food with sauces like pasta and ravioli are served with a separate sauce spoon. When laying out the table don't forget the serviette or napkin. However, what's most important is to ensure that the food tastes and looks delicious.

With our experts to guide you, setting a table should no longer be a Herculean task. That said, bear in mind, though plates, glasses and flatware are a given, but it's the accents that express your personal style. Happy dining!



SPEAKERS

Whether you are throwing a festive bash or are an audiophile, selecting the right speakers can make or mar the experience. Luckily, the first Steinway Lyngdorf showroom in the Capital helps you face the music in style.

By RIDHI KALE

His is a life in pursuit of the perfect sound. No wonder then that he is one of the world's finest audio technologists. The man in question? Peter Lyngdorf, head of Lyngdorf Audio and Danish sound whiz. Lyngdorf was in Delhi for the opening of the first Steinway Lyngdorf flagship showroom. He is also the founder of Steinway Lyngdorf, a partnership with Steinway & Sons (makers of the world's finest pianos for 160 years). "The merger came about through one of my

customers who had Lyngdorf system and was impressed by the reproduction of classical music that he introduced me to Steinway management. I made three promises to Steinway, one was we can reproduce Steinway grand piano, two, we can do it virtually in any kind of room and three, nobody would be able to make the difference between the actual piano and the reproduced sound," said Lyngdorf, who kept all three of his promises. The new showroom is managed by Monica Sambharya

KUP




The Model D Speakers have fully digital amplification and intelligent modular versatility

Parikh and Harshul Parikh of Trescent Lifestyles, one of the leaders in providing high-end home theatres, audio-video and home automation solutions for luxury homes. So, what are the ingredients of an ideal music room? We ask the experts.

THE SIZE AND SHAPE OF THE ROOM

The room size is a function of how many people you would like to accommodate. "We would recommend a room of

300 sq ft to 600 sq ft to accommodate 10 people and about 600 sq ft to 1,000 sq ft for larger audiences," says Monica. A square room works the best; ideally with no windows for home theatres. For pure music enthusiasts, a cosy room with comfortable seating is recommended. "A point to bear in mind when designing your listening or music room is to ensure that the space has been designed with low echo or reflections," adds Harshul. You can minimise reflections



The Model S Series speakers deliver stunning sound from a surprisingly compact size

by placing acoustic panels. The easiest and cheapest way to treat your reflection points is to use broadband absorption; four to six inch thick rockwool or rigid fiberglass acoustic panels will do the trick, two inch thick panels are an absolute minimum.

LATEST TECHNOLOGY

Music streaming is gaining popularity. "We would recommend products such as Sonos or Bluesound for having a good quality setup for streaming music," says Harshul. However, if you want the space to be more than just a listening room, they recommend going for a 4K projector with at least 3,000 lumens or higher specification to enjoy stunning picture quality. "Plan for a large screen, whether motorised or fixed on the wall. Building a library of good content is equally important to enjoy your audio visual space," explains Monica. As for in-house recommendations, the trio suggests, the Model D Sound System, which is the ultimate music listening experience. If you are a movie lover then the LS Concert Surround Sound System is an ideal option.

NO NEED TO MIX AND MATCH

Normally customers are forced to mix and match components as not all manufacturers can afford the investment to build all the components in-house. "At Steinway Lyngdorf all technologies are developed in-house and to ensure that each component is perfectly matched to another with no compromise in quality we offer a complete solution," says Lyngdorf. Everything is included from processors and amplifiers to speakers and woofers.

HANDLE WITH CARE

One of the most important factors for maintenance of your gadgetry is to make sure that the listening or music room is not humid. "If it is then run a dehumidifier often to maintain humidity levels and also regular dust accumulation can be maintained by having a professional installer come and clean your components," says Monica. With the festive season around the corner, this is the ideal time to invest in the right kind of speakers.

Price ₹ 25 lakh onwards

At D-28, Defence Colony, New Delhi

WORLD WATCH

A quick round-up of what's trending in the international design world



Red Alert

Red is trending in the world of decor. It is festive and looks good on almost anything. Which is why we love this Royal Pool Table from Portuguese company Boca Do Lobo. Ditching the usual green carpet, this one boasts of

bold lines and a unique patchwork, which is enveloped by baroque details and a minimalist faceted edge. Produced respecting traditional marquetry techniques, and calibrated for a perfect game, it is a limited edition piece.

Price € 19,040 (₹ 13,96,335 approx)

At www.bocadolobo.com



Hang in There

A suspended light is a great way to highlight a space, be it a corner or a dining table. In fact, suspended lights are a big trend at the moment. Keeping with the fad, Italy-based light company MODuluce has launched Cocò at Euroluce in Milan this year. What makes it special? The handmade pleated fabric of the shade is reminiscent of the dancers' crinolines from the Moulin Rouge and creates a dazzling light and shade effect.

Price € 830 (₹ 62,324 approx)

At www.moduluce.com

Custom Call

A product becomes an object of desire when it is tailor-made for its user. Teso from Italian brand Antrax IT allows you to do just that. The thin arm anchored to an aluminium plate, on which one can hang towels, or even dressing gowns, comes in over 200 colours; it can be positioned both horizontally and vertically; and installed individually or in two or three pieces. Now that's customisation.

Price € 763 onwards (₹ 57,291 approx)

At www.antrax.it



BREAKING THE MOULD

Space is the final frontier, especially for architects. We take a look at three international architecture firms that have redefined good design.

By RIDHI KALE



Chinmaya Misra (left)
and Apurva Pande,
strike a pose

CHANGING THE RULES

APURVA PANDE (41) AND
CHINMAYA MISRA (39)
CHACOL, Inc., California, USA

What happens when two architects, Apurva Pande and Chinmaya Misra, who love experimenting with design, decide to collaborate? You get dreamy spaces that are functional yet funky. Pande was working at the offices of Frank Gehry, while Misra was at The Jerde Partnership, when their first design collaboration took place. "The project, nicknamed Lo_Res Living, received a lot of international recognition; this encouraged us to consider an independent career together. We quit our jobs and set up a design collaborative in 2006," explains Pande. They named their collaborative CHA:COL (for Chinmaya Apurva Collaborative) as an homage to the humble charcoal. "Today, it is called CHACOL, Inc. a full-service architecture practice in California," adds Misra.

Their first design project, Lo_Res Living was actually the duo's own home. "We purchased a derelict property that appeared ready for gutting and demolition and decided to use it as a prototype for testing all our design ideas. It gained a lot of notoriety and recognition, for the experimental and low-budget, high-concept manner with which we set out about it," says Misra. Other interesting projects include Toy Loft, where they engineered and inserted a smaller loft within an existing space and the Lyall_Wise Res, a small addition in a very 'tight' site.


"One of the key challenges for an independent studio like ours is trying to bring our wide and rigorous project experience into smaller projects. To most clients, the size of a studio correlates with project size. If you're a small studio, most clients assume you're suited for small residential or loft conversions. We often have to remind clients we work with, about our past working with large firms on complex international projects," explains Pande about challenges they face while designing. Interestingly, both Pande and Misra completed their under graduation in India. They came to California to complete their Masters in Architecture. Pande studied at UCLA (School of A+UD) and Misra at The Southern California Institute of Architecture. As for their signature style, they abstain from both the idea of a signature and a style. "We draw from the philosophical underpinnings of design as a transformative tool rather than as a style with authorship," says Pande.

At www.chacol.net

In the Lyall Wise residence
the duo inserted a smaller loft
within an existing space



Photo Courtesy Michael Weschler; www.michaelweschler.com

A man with short brown hair, wearing a dark blue V-neck sweater over a light blue collared shirt and blue jeans, stands with his hands in his pockets. He is positioned in front of a dark, textured wall made of large, rectangular panels. To his right, a light-colored sofa is visible, featuring a black and white striped cushion. In the foreground, a small, round, dark-colored side table holds a tablet. The overall lighting is soft and focused on the man.

Gregory Phillips
loves playing with
light and shade

LUXURY IN SIMPLICITY

GREGORY PHILLIPS, 79
Gregory Phillips Architects,
London, UK

Known for his unique perspective when designing homes, London-born architect Gregory Phillips was trained at Bristol University and the Mackintosh School of Architecture in Glasgow. He provides elegant tailored design solutions for each project from the architecture to the furniture to the landscape design. His projects include city homes and stylish

country residences for a wide number of high-profile clients, reflecting his creativity, experience and discretion. Phillips established Gregory Phillips Architects in 1991 as an interior design and architecture practice which aims to provide a bespoke and holistic approach to high quality residential design both in the UK and internationally.

“Too often with modern houses, the interiors are stark, lacking a genuine sense of luxury and warmth. Within many high-end interiors, designers resort to excessive decoration and glitz. The aim of my projects is to create a luxurious space using sub-



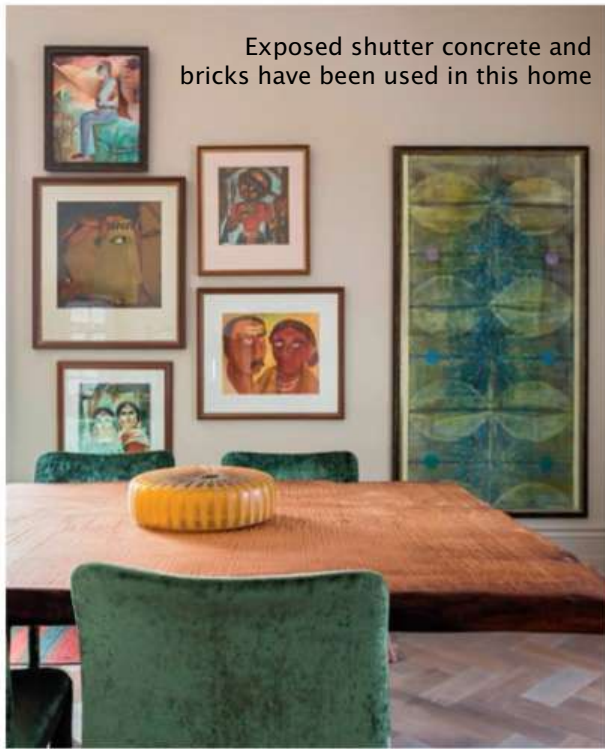
A new steel glass structure was added to a Victorian countryside property

tle, modern techniques and traditional materials," explains Phillips. This approach has also produced many award-winning projects for both his architecture and interior designs, including the International Design and Architecture Award for the Best House in Europe, International Property Awards, Sunday Times British Homes Award, RIBA Awards, Daily Mail UK Property Awards, Grand Designs Awards and Garden Award for Best Bathroom Designer of the Year. "I like to embrace modern engineering and technical advancements, using wide pieces of glass to make for dramatic windows that simply wouldn't have been pos-

sible one hundred years ago," adds Phillips. His firm's current projects include a host of contemporary houses, residential extensions and refurbishments, swimming pools and apartment interiors.

With all his projects, Phillips takes into consideration the client's lifestyle as he believes a house should be a home that provides sanctuary for the owners, as well as providing luxury and beauty. His work is modern, elegant and comfortable and uses traditional materials such as stone, wood and leather in a contemporary way with a high degree of craftsmanship.

At www.gregoryphillips.com



Exposed shutter concrete and bricks have been used in this home

ACE OF SPACE

SHALINI MISRA, 48

Shalini Misra: Interior and Architectural Design, London, UK

"I am filled with joy when standing in an empty space, beginning to see designs form around me," says architect Shalini Misra. Not many know that before finishing her MSc in architecture at UCL Bartlett in London, Misra was asked to design the interiors of a four bedroom flat in London for a client who lived overseas. Being a pure-play architect, who had researched construction at Carnegie Mellon in Pittsburgh and studied urban planning at Columbia New York, designing a personal pied-a-terre was a true challenge, which turned into a love story with interiors. Twenty years later, and with the trained eye of an architect, Misra has designed several homes internationally.

The doyen of good design strives to develop spaces that stimulate the senses and uses seductive lighting to form intimate designs. She also has a passion for textures and all that is tactile, particularly crisp cottons, soft laundered linens, silks, faux furs, cashmere and leathers. Soft glow



Art plays an important role in Shalini Misra's designs



This London home was completely renovated and refurbished to reflect the owner's contemporary taste for art

candles set the mood in many of her projects and surprising bursts of colour awaken her monochromatic palette. Misra also uses works of leading artists and galleries from around the world, handpicking unique pieces to complement her designs and express each of her client's individuality.

Not only a designer, but also a luxury developer, Misra has a remarkable real estate portfolio with two award winning penthouses located in Regents Park, UK. Understanding the need of the client and proposing the right mood to suit their lifestyle is the key

essence of her work and she considers a disappointed client to be her biggest failure. Happily, many of Misra's clients return time and time again, seeking her fusion of classical and contemporary design and signature "always lived there" feeling.

Misra has many exciting projects in the pipeline; including the launch of her beautiful ceramic pots, inspired by leaf patterns and her collaborations with high profile furniture makers.

At www.shalinimisra.com



LIGHT YEARS AHEAD

Thomas Edison would definitely love this one. Philips has introduced a dynamic web-enabled, LED home lighting system called Hue. The personal wireless lighting system allows users to create and control lighting using their smartphone or tablet and it works seamlessly across both, iOS and Android mobile platforms. Hue can be setup in minutes. Consumers need to simply download the Hue app. One can then save favourite light scenes for each room or time of day and recall them in an instant, use any photo on the phone as a colour palette to paint the room with light, create an ambience with colours of the rainbow, control and monitor light remotely when not at home for security and also set timers to help manage one's daily routine. The app also features expert LightRecipes, four pre-programmed light settings based on Philips' research around the biological effects of lighting on the body.

Price ₹ 16,995 (for the Hue Starter Kit)

At www.philipshue.snapdeal.com

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The Men's Health Guy
GAURAV ARORA
"When I was fat, I had no
confidence, no friends, no
girlfriend!" P64

MRB: DELHI 2006/1991
Men's Health
www.menshealthindia.com

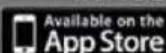
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SIMPLY GUJARATI

A MONTHLY MAGAZINE

THE SPIRIT OF
CELEBRATION

MEET THE CREATORS OF
ALL THE FESTIVE FUN

DANCE INSTRUCTOR MAYUR VAIDYA
(CENTRE) WITH HIS TROUPE





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COVER STORY

Festive Fervour
Gear up for nine days of non stop festivities.

s-3

BUZZ

In the City
Nine places to eat at this Navratri

s-8

Cover photo by Danesh Jassawala

OUR PICK of the month

Mum's the Word October 24 and 25

If you're a young mother looking forward to spending an eventful day with your child, then this event is for you. Sixty designers from across India are coming together at the Baby's Day Out festival bringing varied merchandise for kids, from toddlers to preteens. There's everything that a mother would need—baby announcements, party favours, return gifts, customized stationery, educational toys and kids

friendly furniture.
At Rajpath Club,
S G Highway, Ahmedabad



Want to tell us about an event? A new store? A restaurant? People doing interesting things?
Anything newsworthy? Please email us at: simplygujarati@intoday.com

FESTIVE FERVOUR

AS REVELLERS GEAR UP FOR THE LONGEST DANCE FESTIVAL, THE GARBA, WE TAKE A LOOK AT THE PEOPLE WHO KEEP THE NINE DAYS OF NAVRATRI GLITTERING.

By ADITI PAI

🌸 Note Worthy

Shaili Shah

If you missed hearing *Pari Hu Main* at garba grounds last year, 2015 is the lucky year for Shaili Shah fans. The 24-year-old singer performs at garba mandals. Best know to the city's navratri revellers as the *Pari Hu Main* girl, Shah started learning music from her mother at the age of six and sang jingles on Doordarshan as a child artiste. Since then, she started performing in youth festivals and is now a popular crooner in Gujarat, taking to the stage during navratri every alternate year.

► **FUSION FARE** Shah never goes to the garba grounds with a set playlist. "I start off, see the mood of the people, the age-wise mix and then just sing impromptu," she says. It's always a mix of genres for her when she's behind the microphone—jazz and blues with Bollywood music.

► **STARTING YOUNG** Shah has performed with noted Bollywood music personalities like Shankar Mahadevan and Palash Sen in her 15-year long music career. In June 2013, she released her song *Banjaara*, which was picked up by a music company.

► **DIGITAL MUSIC** Shah enjoys experimenting with music, blending jazz with Bollywood numbers and then uploads her songs on social media. It's won her a large following among the youth especially after she put up her version of the song *Mahiya Mahiya* from the film *Guru*.

► **SEE HER AT** Shah will perform in Bhuj and Ahmedabad this year

Photograph by DANESH JASSAWALA

❁ Ethnic Grandeur, Panghat

If there's one professional dance troupe that can make heads turn even in the midst of frenzied dancing, it's Panghat. With professional garba dancers dressed in mirror work and thread embroidered *chaniya cholis* and *kediyus*, the 15 year-old performing arts and dance troupe has been winning over viewers at garba grounds, cultural festivals and events that showcase Gujarat's most popular folk dance form—the garba. While Panghat teaches 29 dance forms from across India, it's their garba and dandiya raas that's most popular. "We are the only group that teaches garba through the year in its most traditional and pure form," says Chetan Dave, 40, director of Panghat.

► **OLD IS GOLD** Even as fusion is the favourite fare, Panghat retains the original essence of the

dance form. The steps are traditional in keeping with garba's origins of praying to the Goddess. There are no Bollywood steps or dance numbers. Even the attire is traditional and made by artisans in Kutch. "We are the custodians of the authentic dance and costumes. Film songs like *nagada* are very popular but we don't incorporate those at all," says Dave. So, if the women pick *chaniya choli* or the *jimmi*, men are dressed in the traditional *kediyu* paired with a *topi*. The costumes, says Dave, range from Rs 7,000 to Rs 95,000.

► **FUN AND FROLIC** Their garba is recognised for its tradition and authenticity. Panghat performs at key events such as Vibrant Gujarat, the Kite Festival, rannutsav and the Kankariya Carnival. "The garba and dandiya have gone international but we retain its authentic flavour," says Dave.





❁ Star Struck, Friends Garba,

Chiranjiv Patel and Karan Desai

Friends Garba is the venue for star gazing and celeb spotting, but only if you are lucky enough to snag an invitation pass for it. Entry is strictly by invitation for around 2300 guests which include the creme-da-la-creme of Gujarat society. As the organisers Chiranjiv Patel, 34, and Karan Desai, 25, state, "it's a social gathering for the industrialists and politicians who come to enjoy our theme based garba." This year is extra special because Friends Garba marks its 31th anniversary while their theme garba night completes a decade.

► **FASHION FIRST** To mark a decade of the much-discussed theme garba night, this year, they have planned a fashion themed event at the Vrundavan Party Plot, with a ramp show and 20 models who will showcase traditional and bridal wear designed by city-based fashion designer Noopur Anita Balia of Young Trukk. The theme night draws the famous people,

from across Gujarat and Mumbai and the organisers make sure there's a special theme every year. The theme garba started a decade ago with a different theme each year—Retro Rise, Radha-Krishna, Glitters and a décor that reminded guests of Vrindavan.

► **IN TUNE WITH TRADITION** The Friends Garba is organised on the last two days of the festival. On the ninth day, at midnight, the fun and frolic turns traditional as dancers perform the garba balancing eathern pots on their heads and 10,000 eathern lamps as a form of prayer to the Goddess.

"This day sees a crowd of around 7000 people at the venue and it's followed by a maha prasad for all present," says Desai.

► **AT Friends Theme Garba at Vrundavan Party Plot on October 15 and Friends Elite Garba At Akash Party Plot October 20 and 21.**

❁ Style Book, Purvi Doshi, Fashion Designer

If you want a break from the blingy festive wear that Gujarat is flooded with, then head to Purvi Doshi's store in Ahmedabad. The designer is going the organic way this season with elegant whites, mustards and maroons embellished with intricate Indian embroideries. She turned to sustainable and animal and environment-friendly fashion over a year ago and carries the same concept into her festive wear, giving fashion lovers an alternative to vibrant designs.

► **CONSCIOUS FASHION** "The thought behind my collection is—are we harming nature or living beings to look fashionable," she says. So, while the glamour is in the silhouettes and embroideries, the fabrics are organic and colours, natural. sticks to hand spun khadi and ahimsa silks with intricate embroideries. The festive collection has a heavy dose of Parsi embroidery, aari work

and zardozi fitted with mirrors. Intricately embellished dupattas rule her collection for the season.

"Festivals are all about celebrating our traditions. So Indian embroideries with fusion cuts is the trend for the season," she says.

► **FUSION FUN** If it's the traditional Gujarati chaniya choli on the garba dance floor, go for floor length flared dresses and gowns with embroidery for the non-dancing nights. Doshi recommends crop tops with flared skirts and bottoms paired with a heavily embellished dupatta

► **COLOUR CODE** There are no fuchsias and hot pinks in this collection; it's only natural dyes in earthy shades in her festive collection. "Upcycle and recycle your existing clothes by pairing them with beautiful bright dupattas and accessories," says the designer.

► **PRICE** Starts at Rs 7,000





Photograph by DANESH JASSAWALA

❁ Matching Steps

Mayur Vaidya, Dance instructor

Move over garba; it's all about belly garba and salsa steps this year. As the music system starts playing *nagada* and other Bollywood numbers, the eager dancers begin a dance regime that is a heady cocktail of salsa, jive, turns and twirls and garba. "Bollywood inspired garba is what Ahmedabad wants; the dancers stand out when they are playing if they bring in Bollywood steps," says Mayur Vaidya, 35 who has been training students in garba for the past one month.

► **INSPIRED GARBA** Deepika Padukone's sleek moves in Ram Leela's *Nagada* and *Ram Chahe* continue to be the hot favourites.

► **FUN AND FROLIC** Garba nights at the city's chic venues are all about making a statement and turning heads. So Vaidya uses attractive props

like umbrellas and dandiya sticks in his dance moves. "Most known the traditional steps but they want to add something new and challenging every year," he says.

► **DANCE AWAY** Once Navratri comes to a close, Vaidya goes back to his jive, salsa and hip hop regular dance sessions that run through the year at Life Fitness Point. Hailing from Nashik in Maharashtra, Vaidya's first brush with dance was, incidentally, at a garba event when he was in college. "I loved the grace of the dance form and started learn dance after that," he says. He now shuttles between his classes in Ahmedabad and Nashik, which he runs with partner Sachin Shinde.

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YOUR NAVRATRI CHOW CHAPERONE

Match the lively Bollywood dandiya moves with some great garba grub on the streets of Ahmedabad

» Day 1

Drive down to Gandhinagar where the tiny restaurants near Infocity serve yogurt topped chaats, pizzas, momos and rabri, perfect after a night of dancing.

► **Cost** Rs 100-500 for two

» Day 2

This is when the garba fever begins to catch on so go garba venue hopping to try out the best food from all the various stalls. The Durga Pooja Pandal has tasty biryani and melt-in-the-mouth sandesh and rasgullas. ► **Cost** Rs 200-350 for two
► **Getting there** Start from the Durga Pooja Pandal near Drive in and make your way to SG Highway from there to get to Red Earth and Karnavati.

» Day 3

Garba begins in full swing. After you've danced to your heart's content, the best option would

be to head to one of the mid-night buffets in the city and do justice to the unlimited fare there. Head to Hyatt Vastrapur and savour their delicious menu, crafted specially keeping the Navratri crowd in mind.

► **Cost** Rs 1,600 for two people

» Day 4

Head to the bhukkad galli on the CEPT road after a session of garba and devour some piping hot lasagna or tandoori momos and even falafels and wood fired pizzas on the streets

► **Cost** Rs. 500 for two people

► **How to get there** Just take the road down from Gujarat University to reach here.

» Day 5

By the fifth day, the revelry goes on till almost 3 am. If hunger strikes, head to Manek Chowk in the old city to hog on buttery pav bhaji and fresh sev ganthiya straight off the gas. Don't

miss the buttery Gwalior dosa at Balan's. The feeling of breaking bread at almost dawn, in such close quarters with hundred other strangers, all tired and dressed in their best, in the close proximity of the tiny Manek Chowk is something that is best experienced yourself. ► **Cost** Rs. 500 for two

» Day 6

Try out some places at Law Garden khau galli today. Several years ago, when there weren't so many options, youngsters only had a few options to go to post their garba nights and Law Garden was one of them. It is almost tradition for a lot of people to visit Law Garden and have some kulfi at Asharfi and he pav bhaji and pani puri here.

► **Cost** Rs. 400 for two people

» Day 7

As most garba venues fall on SG highway, you could head to the

Bopal chokdi for a variety of food options.

► **Cost** Rs. 100-500 for two people

» Day 8

You're almost in tears that Navratri is ending! Towards the end of the festival, try some old local favourites like Silver Leaf at Cama Hotel and Oasis at Hotel Westend which are opposite to each other.

► **Cost** Rs 1,000 for two people

» Day 9

Tonight, the midnight menu is fixed – the last day of Navratri is followed by Dusshera the next day and everyone indulges in bagfuls of crispy hot faddas and sugary, syrupy golden jalebis. We recommend Laxmi Ganthiya rath at Nehrunagar and Bopal, Iscon Ganthiya on SG Highway and Bhavnagri Ganthiya at Bodakdev

► **Cost** Rs 500 for two people

■ **Compiled by Kalgi Patel**



INDIA
TODAY

A MONTHLY CITY MAGAZINE

SIMPLY PUNE

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DIRECTOR, SAV
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PEOPLE WHO ARE MAKING A DIFFERENCE

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**COVER STORY****The Changemakers****s-3**

SIMPLY PUNE speaks to people who are making a difference in the city.

Cover photo by
ABHIJIT PATIL**OUR PICK** of the month**Shop for a cause****October 30 to November 2**

When it's festive time, you don't need a reason to shop. But if there's a good cause attached to the splurging, then the retail therapy becomes even more meaningful. The annual Yellow Ribbon Fair is back in town, days before Diwali, to cater to all your festival-time needs. Now in its eighth edition, this year's event puts emphasis on the Make In India theme. So, there's a range of exquisite saris from different parts of the country—the rich and all-time favourite Benarasi sari, the Paithani and Gujarat's patola and tangalia weaves. There are over 100 NGOs participating this year



with decorative diyas, home-made traditional sweets, clutches and handmade jewellery from Gwalior and Mumbai. At ISHANYA, Opposite Golf Course, Airport Rd, Yerawada

Want to tell us about an event? A new store? A restaurant? People doing interesting things? Anything newsworthy? Please email us at: simpypune@intoday.com

THE CHANGEMAKERS

THESE YOUNG VISIONARIES
ARE DETERMINED TO BRING
ABOUT A POSITIVE CHANGE
IN THE CITY

By SANIYA ANAND

■ Play of Life

Dhanashree Heblikar, 24

Since her school days, Dhanashree Heblikar has felt a deep emotional connect to Hindi literature, especially with the works of Mahadevi Verma, Ramdhari Singh Dinkar and Harivansh Rai Bachchan. Troubled by the lack of a Hindi theatre in Pune, Heblikar co-founded Swatantra Theatre. Her main aim is to bring audiences closer to the stage, show them the beauty of Hindi literature and, most importantly, tackle relevant social issues.

◆ **Plays of Change** Be it on dowry, human trafficking or swine flu, the plays created by Heblikar spark discussions on important issues. "The stage is a mirror of the society. There is no better medium to express social change than this," says Heblikar. According to her, the group's mime theatre on female foeticide—a play they have performed in over 50 venues across Pune—has created the biggest impact so far, often reducing the audience to tears.

◆ **Close Connect** Street theatre, in particular, allows Swatantra to perform in the midst of the target audience. "Street theatre enables the crowd to gather around the performance in a lively manner. This ensures a high entertainment value and also arouses the desire for social change," says Heblikar.

◆ **Looking Towards the Future** In the coming year, Heblikar hopes to see more theatre-centric infrastructure and experimentation in the realm of Hindi literature.

Dhanashree
interacting with
the audience

Photographs by ABHIJIT PATIL

■ Canine Care

Tanya Kane, 33 and Neha Panchamiya Jangle, 31

While Pune houses several organisations that practice the ABC (Animal Birth Control) programme, there was an absence of an emergency service setup for animals till 2007. Using this as a catalyst, Tanya Kane and Neha Panchamiya Jangle co-founded RESQ Charitable Trust. Initially a one in-patient kennel spanning a meagre 30 square foot space, RESQ now deals with 250 to 300 cases per month and houses over 50 animals.

◆ **No Mountain Too Big** “We envision a city where there will be no strays, where our work will essentially become

redundant,” says Kane. And while the issue of funding continues to worry them, they have faith in their motto—if you do good work, money will flow in.

◆ **Human Touch** According to Kane, the key attributes required for setting up an animal rescue organisation are resilience, passion, and a strong stomach to efficiently deal with the injured dogs, donkeys, pigs, birds, goats and ferrets.

◆ **Wordless Love** Besides the praise they receive from their human well-wishers, Jangle and Kane consider the tail wags and licks of their rescued dogs to be their main source of motivation.

Tanya Kane (left) with one the rescues





■ The Young and the Determined

Ankita Shroff, 26

In a world where virtual interactions are gaining prominence, Ankita Shroff is fascinated with creating products that can help make our everyday lives simpler. Interested in the manufacturing industry, the retail sector and the world of women entrepreneurs, Shroff completed her Masters from the Imperial College Business School in London and collaborated with a Taiwanese classmate to launch SAV Chemicals Pvt Ltd, a joint venture with Cartell Chemicals Taiwan, which manufactures instant adhesives—cosmetic, consumer and industrial glues—under the brand name Mxbon. Shroff is also the Associate Director of Shroff Group, where she formulates marketing strategies for residential and commercial building projects in Pune.

◆ **Gender Equality** “Being a good leader and team builder for a woman is crucial in this male-dominated sector,” says Shroff. The entrepreneur says her age and gender have

never posed any issues. In fact, as a young girl with a big vision and the necessary knowledge, she was rather respected in the manufacturing sector. The partnership of the other directors—Alok Munot, Vishal Saraf and Richard Chen—has also proved invaluable for Shroff.

◆ **Making Way** Shroff ensures that 80 percent of her hires are women. Besides SAV Chemicals Pvt Limited, Shroff is on the Committee of Entrepreneurship for Young Indians, a CII Initiative, and is also involved with P. K. Shroff Trust, which is dedicated to the upliftment of society.

◆ **Bright Future** “Pune has the potential to become a major manufacturing hub of India. If supported with the right infrastructure, prompt responsiveness and professionalism, Pune can do wonders,” says Shroff. She believes the process of obtaining manufacturing licenses can be sped up with the introduction of online portals.

The successful founder of Action for Pune Development, Akash Shah

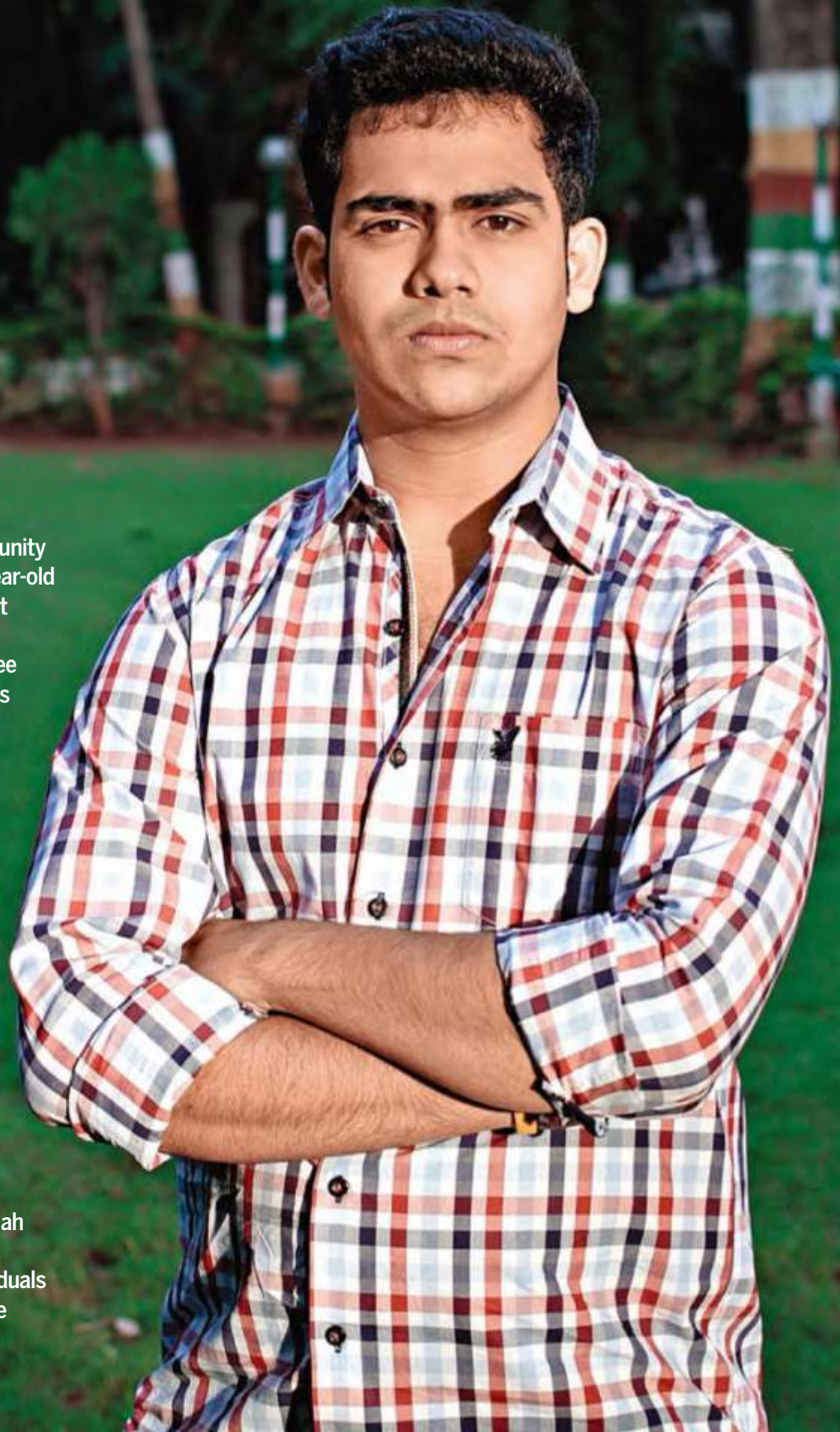
■ For a Better Tomorrow

Aakash Shah, 19

Inspired by his family's active involvement in community service such as with Lions Club International, 16-year-old Aakash Shah founded Action for Pune Development in 2012. Shah attributes the launch of his first-ever endeavour, the Tree Plantation Drive, to an excess of free time outside of school, a need for recreational activities and the company of several driven individuals. Fast-forward two years and Action for Pune Development has successfully partnered with the United Nations to develop a strategy to reach over half a million Indians with the My World Survey (a global survey enabling citizens to share their views with leaders on issues such as sustainability, security, and transparency, with the aim of creating a better world).

◆ **Youth Power** Shah believes his fast-paced progress is due to the active involvement of the youth. Action for Pune Development gives a platform for the average teenager to engage in community service. As a result of the drive, more young individuals are following traffic rules, wearing helmets while riding motorcycles and retail stores are shunning the use of plastic bags, opting instead for their environment-friendly paper alternative.

◆ **Highlight** Through Action for Pune Development, Shah has organised an annual 'Youth Social Service Day' on September 6, since 2013. Over 52,000 young individuals have been encouraged to engage in community service under this project.





■ Patil leaning against one of the high-end geared bicycles

■ Ride On

Pravin Patil, 41

When Pravin Patil organised the first ride by Giant Starkenn bicycles in Pune on December 8, 2013, 200 people turned up. Today, a ride is flagged off every morning and every Wednesday night from Patil's store. Determined to encourage Puneites to reclaim their roads and cycle, Patil also has 150 high-end geared bicycles, which are given out on rent to cyclists. "We want Puneites to experience the city in an environment-friendly manner," he says.

◆ **Rides to Races** Patil has organised a variety of cycling experiences, the biggest one being Syclovia, popularly known as Sunday Sunshine Rides, which is an annual event where families join in to spend a Sunday cycling together. "It is an opportunity for people to connect with each other in a healthy manner without any technological interference," he says.

◆ **Heal the World** He strongly believes cycling is the "single solution" to counter the ill-effects of three issues plaguing urban India—pollution, congestion and health problems. "The per-square-foot and carbon footprint of a bicycle is much lower than the commonly used modes of transport in urban India," he says. Patil, an avid cyclist, explains that the bicycle is the healthiest mode of transport, physically and mentally. "According to a recent study, 70 percent of urban Indians are at a risk of being diagnosed with cardiovascular disease caused by a sedentary lifestyle, unhealthy eating habits and stress," he adds. This, Patil says, can be curbed by cycling, as one year of cycling can help a person lose up to 6 kgs of fat on an average.

■ By Aditi Pai



The co-founders of Medsonway.com, Aniket (left) and Prashant (right)

■ Health at a Click

Aniket Bora, 22 and Prashant R Pillai, 37

Dedicated to the idea of lowering medical expenses, Prashant R Pillai and Aniket Bora co-founded the mobile app Medsonway.com in 2014, a home delivery system for all your pharmacy needs. With a focus on those with chronic illnesses struggling with the periodic availability of their medicines, Pillai and Bora's venture seeks to ensure transparency in healthcare sector by offering the best deals and information on viable alternatives to the desired medicines.

◆ **Medical Mess** According to Pillai and Bora, the major problems faced by the consumers

of the pharmaceutical industry include lack of stock and long queues, rush at pharmacies and missing doses due to forgetfulness. Taking that into account, Medsonway.com provides reminders three days before a refill is due, so that the medicines are ordered in a timely manner and the customer does not miss a dose. Pillai and Bora have ensured that their consumers receive all relevant details regarding the dosage, interactions and side-effects of their medicines.

◆ **Cutting Costs** The co-founders believe the users of the app should be able to choose the best deal possible with information easily available at the touch of a button.

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